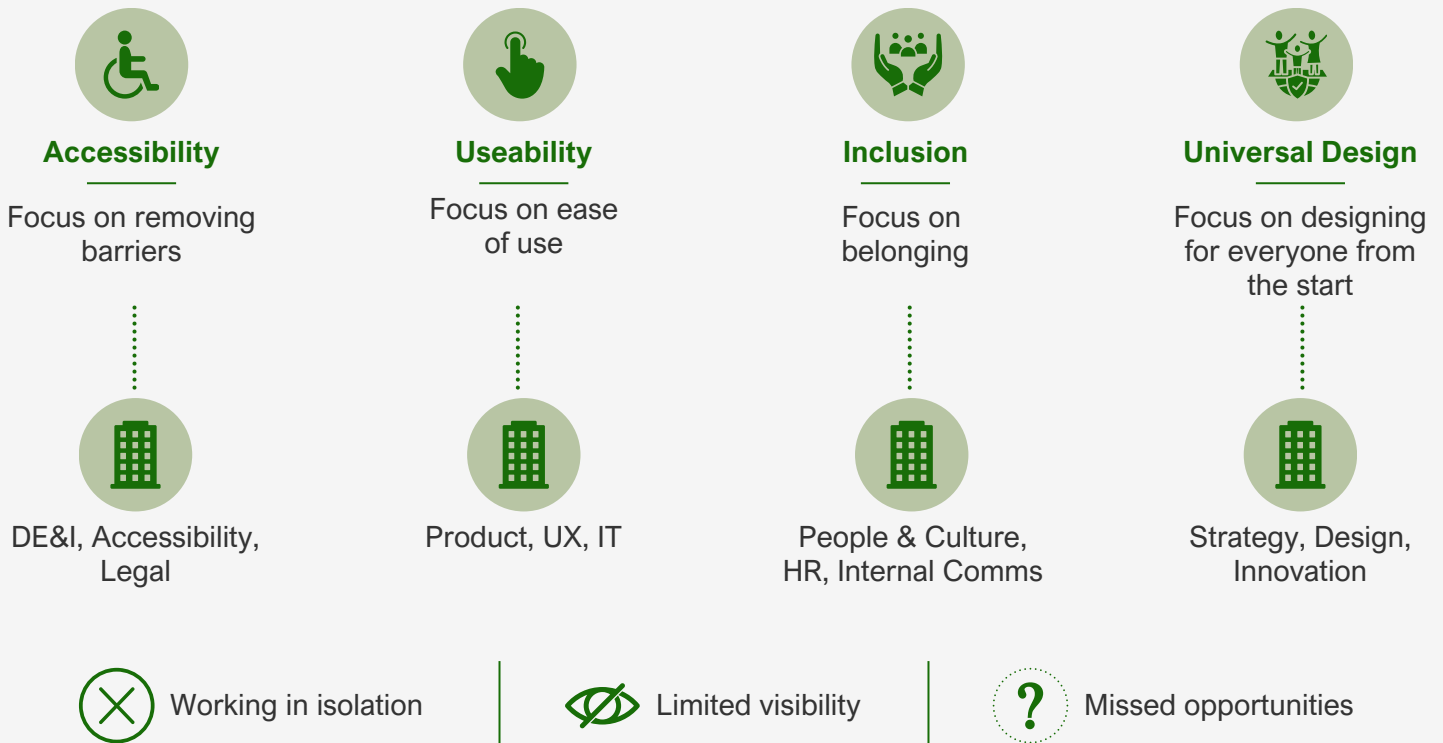


From Silos to Synergy

Working towards the same outcome. **Separately.**

How it usually sits in an organisation



How BlindSpot Solutions combines the conversation



Better experiences for everyone



Improved performance and productivity



Greater inclusion and equity



Reduced friction, risk and rework



Stronger culture and reputation



We see
what others miss.



We connect
the dots.



We design
better ways to work for everyone.

www.blindspot.solutions

From Silos to Synergy

Most organisations are not short of good intentions. They care about accessibility, inclusion, user experience, and designing better services. The problem is not that nobody cares. The problem is that everybody cares from a different meeting room.

Accessibility focuses on barriers. Usability focuses on ease of use. Inclusion focuses on belonging. Universal design focuses on designing for the widest range of people from the start. All valuable. All pursuing remarkably similar outcomes. Often without speaking to one another.

Meanwhile, the person using the service, system, or workplace does not experience these as separate disciplines. They simply experience the organisation.

A process can be accessible and still be frustrating to use. A workplace can promote inclusion while relying on systems that quietly exclude people. A form can pass every compliance check and still leave users wondering what on earth they are supposed to do next.

This is where silos become expensive. The cost appears as frustration, rework, workarounds, missed opportunities, and solutions that work well for the people who designed them but less well for the people who use them.

The opportunity is not to merge everything into one new initiative. It is to connect the conversations. Accessibility helps us see barriers. Usability helps us reduce friction. Inclusion helps us understand participation and belonging. Universal design helps us avoid creating the problem in the first place.



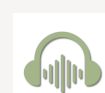
Together, they encourage better questions. Who might this exclude? Where will people get stuck? What assumptions have we made? How could this be simpler, clearer, and more useful for everyone?

That is the shift from silos to synergy. Not more meetings. Just better conversations.

When accessibility, usability, inclusion, and universal design are considered together, organisations can see what they were missing, reduce friction, improve experiences, and create better outcomes for everyone.

At BlindSpot Solutions, we help organisations connect those conversations. We see what others miss. We connect the dots. We design better ways to work for everyone.

Perhaps the question is not whether your organisation is investing in accessibility, inclusion, usability, or design. The question is whether those conversations are connected. If they are not, there may be opportunities hiding in plain sight. To learn more about how BlindSpot Solutions helps organisations uncover those opportunities and create better experiences for everyone, visit www.blindspot.solutions.



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