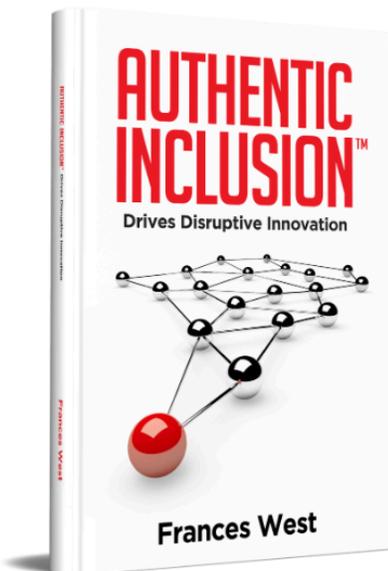

Authentic Inclusion™

Drives Disruptive Innovation

Frances West



In a world where technology is deeply embedded in all of our lives, providing an individualized experience for every member of society has become a universal business imperative. To reach new markets and develop the innovations that will shape tomorrow's business landscape, today's most successful and innovative companies are operating with everyone in mind—not just the majority.

In Authentic Inclusion™ Drives Disruptive Innovation, thought leader, speaker, strategy advisor, and women-in-technology trailblazer Frances West proposes new ways that business leaders can effect sustainable and scalable change—and tap into tremendous opportunities—by viewing inclusion as strategic and by addressing diversity proactively.

In this essential blueprint, Frances reveals how putting humans first—and building inclusion into business strategies, technological infrastructure, and organizational processes—can enable companies to bring principle, purpose, and profit into a state of harmonious alignment for sustainable talent acquisition, market expansion, and business differentiation.



**Authentic
Inclusion™
Drives
Disruptive
Innovation
proposes new
ways business
leaders can
think about
inclusion as
human first and
a strategic
business
imperative to
drive disruptive
innovation**



About the Author

Frances West is an internationally recognized thought leader, speaker, strategy advisor, and women-in-technology trailblazer known for her work in innovation, technology, and business transformation. She is the founder of FrancesWestCo, a global strategy advisory company focused on operationalizing inclusion as a business and technology imperative through her unique Authentic Inclusion™ blueprint.

Her insightful and impactful approach comes from her experience as a global executive in sales, marketing, business development, and research, as well as her groundbreaking work in accessibility as IBM's first Chief Accessibility Officer.

Frances brings a valuable business perspective to this human-centric initiative. She has delivered keynote remarks at policy forums hosted by the United Nations, Department of Labor and at global IT conferences such as Mobile World Congress, Consumer Electronics Show and SXSW. Her work and interviews have been cited in the Wall Street Journal, Forbes, Huffington Post, IT Magazine, Big Think, Le Monde, BBC News and China Daily.

Frances was born in Taiwan and educated in Hong Kong and the US. She is married with two adult sons and currently resides in Newton, Massachusetts.