Everything we did wrong to do accessibility right at BuzzFeed.

Lessons learned by Jack Reid and Plum Ertz
a lesson in **communication**

a lesson in **logistics**

a lesson in **bravery**
When we should have started

When we actually started
Didn’t set ourselves up for a good partnership.
Got leadership buy-in, but not really.
Got lots of work to do and nobody to do it.
Manually added everything into JIRA.
Asked a lot of unprepared people to do a lot of stuff.
Didn’t build flexibility into the plan.
Didn’t regroup quickly.
Told the story in terms of dollars instead of sense.
Biased toward fixing the new.
Asked for permission instead of forgiveness.
Saved the hard stuff until the end.
Missed out on some key accessibility champions.
Didn’t guard against regressions fast enough.
Didn’t keep in regular sync with our auditors.
We did a lot wrong...
...but some things right.
Let the students become the teachers.
Took accessibility off the bargaining table.
Built a culture of empathy and expertise around accessibility.
Thank you.