

Case Study **Synchrony**

People with Disabilities Network+

The Challenge

Cultivate a new talent pipeline among people with disabilities.

In 2015, Synchrony embarked on a mission to find new ways to recruit people with both physical and hidden disabilities. With the guidance from the nonprofit, Disability Solutions, Synchrony launched the People With Disabilities Hiring Initiative.

After beginning with a pilot program to actively hire people with disabilities at their Kettering, Ohio location, Synchrony has since expanded their disability outreach to several new sites including Phoenix, AZ, Orlando, FL, Merriam, KS, Charlotte, NC and Canton, OH.

Outcomes

Since the initial pilot, Synchrony has hired 333 people with disabilities into full- and part-time roles and received national recognition for their efforts including being awarded multiple Best Places to Work awards among several leading diversity indices.

“First and foremost, Synchrony’s commitment to ensuring we have a diverse and inclusive culture and body of employers that represent our marketplace, it’s not only an altruistic pursuit, we do this because it’s good business.”

- Liz Heitner,
Sr. Vice President Human Resources, Synchrony



250K+
Annual Job Views

333
Synchrony Hires

+14%
Retention Rate

+128%
Hiring Goals