



W Futures
Employer Award

Awarded by
 ADHD Foundation
The Neurodiversity Charity



Empowering Neurodiversity in the Workplace

Why is Neurodiversity good for business?



Be Inspired - to think differently

Entrepreneurship, enterprise and innovation are key qualities in every successful economy and business. Transforming vision into opportunity and success in a technology driven, rapidly changing economy and culture requires a new type of workforce.

The skills and competencies required in the workforce are radically different from those of 40 years ago, when computing was only just beginning to change our lives and the economy. With the emergence of new technologies, such as artificial intelligence, we are all being challenged to 'Think Differently'.

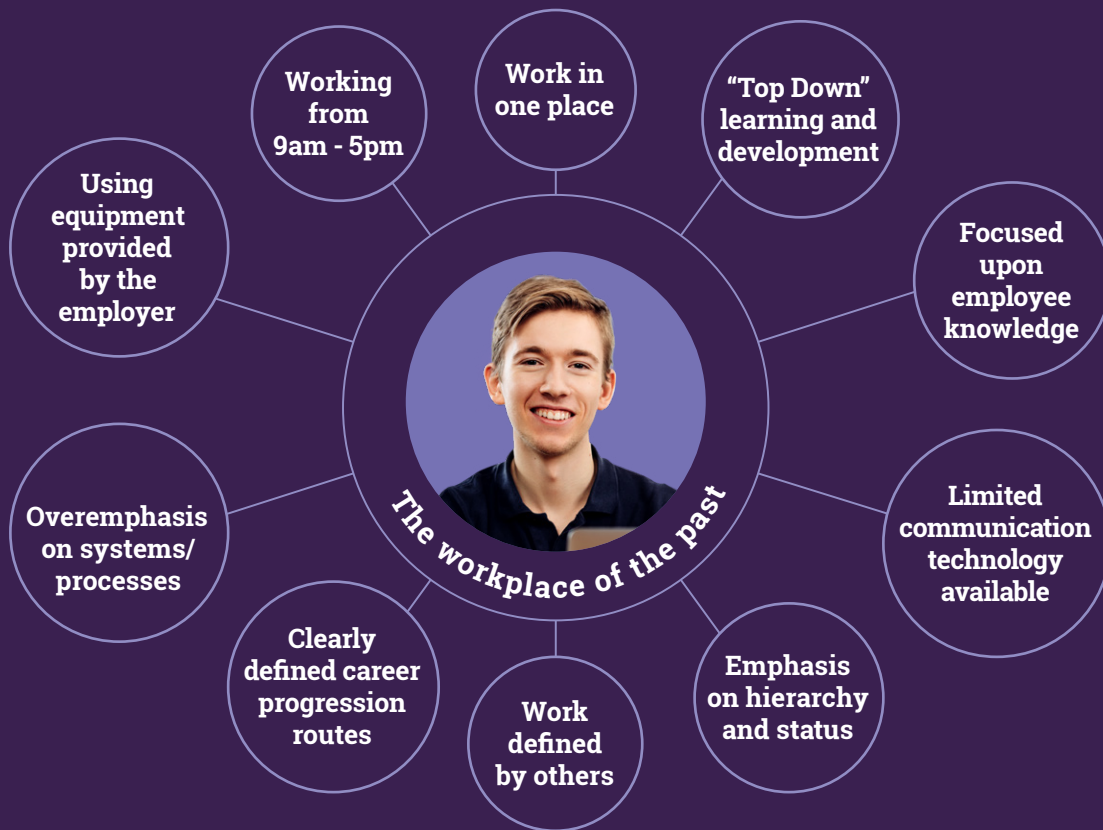
This different thinking is now recognised in 20% of the workforce who have, until now, remained largely invisible. 1 in 5 human beings display different ways of thinking, finding expression in Dyslexia, Dyscalculia, Autism, ADHD and Dyspraxia. Research states that over 40% of millionaires are Dyslexic and that the characteristics of ADHD are positively connected to both entrepreneurship and the initiation of business ventures. We now know that university graduates with ADHD are twice as likely to start their own business.

Why is there such diversity in human neurocognitive capabilities and potential? How can we benefit from the realisation of talent, potential and diversity of intelligence in today's workplace?



The rapidly changing context of work

What are the skills needed for the modern workplace compared to the workplace skills of the past? Context matters.



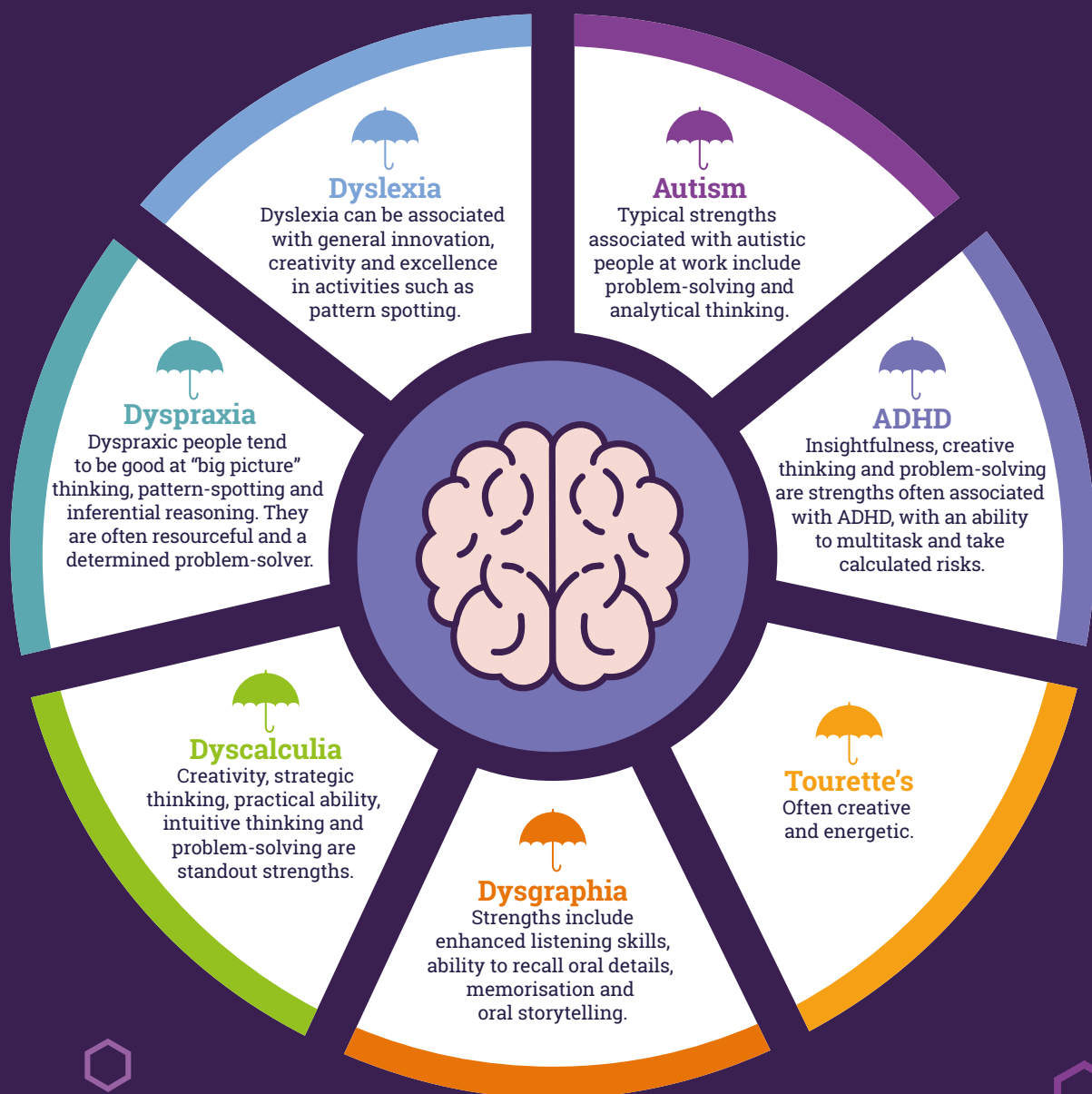
What is neurodiversity?

The Neurodiversity paradigm proposes that there is an evolutionary purpose for 1 in 5 of the workforce thinking differently. In the 21st century, different minds demonstrate skills and intelligences that are increasingly valued in a variety of roles and functions in every organisation.

The scientific evidence is unequivocal - neurodiverse minds do not automatically equate with low IQ.

Therefore, there is a need to redefine our concept of intelligence, intellect, ability, potential and employability.

A useful starting point is to focus upon the strengths within each Neurotype.



Neurodiversity is good for business

The concept of Neurodiversity is now influencing policy development at a national level in both education and employment. Businesses can wield enormous power in effecting social change, evidenced through their brand values and marketing strategies. Therefore, by actively engaging in this national conversation and cultural change, businesses can win new customers and access new markets.

How could this impact on your business and workforce, particularly recruitment? Research shows us that diverse workforces have a competitive edge, are more innovative and more profitable. The premise of hiring a new employee is that they have knowledge, skills, experience and potential to add value to your organisation. In summary, you hire them because of what they can do - not because of what they cannot do.

5 reasons for encouraging a neurodiverse workforce

- 1 Attracting the talent you need in key roles.
- 2 Retaining talent to reduce avoidable costs in recruitment, induction, and training.
- 3 Productivity gained from putting the right people in the right role with the right tools.
- 4 Employee wellbeing derived from job satisfaction and effective team dynamics.
- 5 Brand values that enhance the reputation of your business.



Witherslack
Group

W Futures Employer Award

Awarded by



Empowering Neurodiversity in the Workplace

