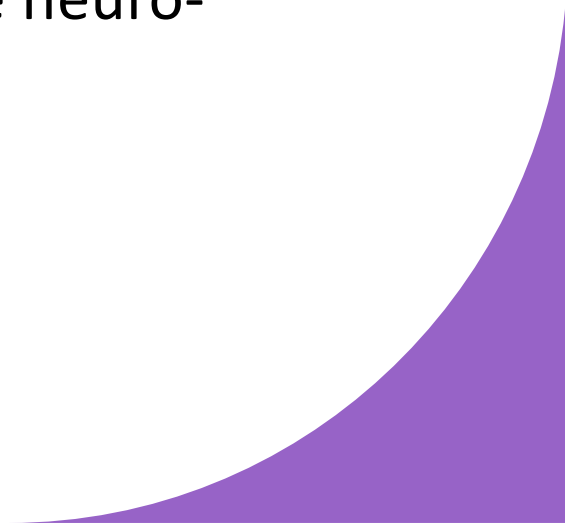


Rationale for Embracing Neurodiversity

PROF AMANDA KIRBY
CEO DO-IT SOLUTIONS

Introducing Neurodiversity

- What words are we using and why?
- What are organisation and individual experiences?
- Why should organisations do to become more neuro-inclusive ?



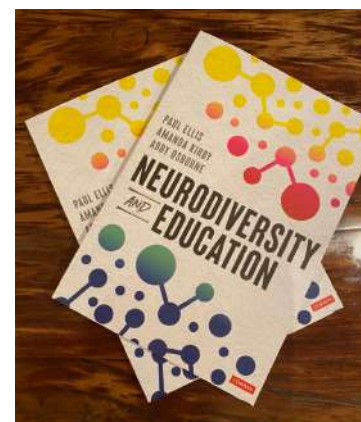


Think Women's 40 Outstanding Global Women 2023 - Professor Amanda Kirby, Do-IT Solutions

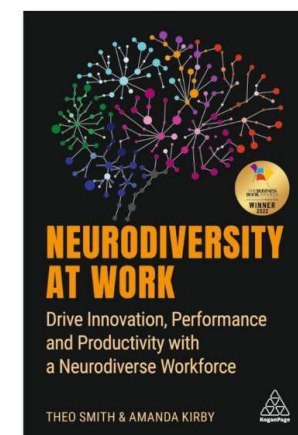
We talked to Professor Kirby author of *Neurodiversity at Work: Drive Innovation, Performance and Productivity with a Neurodiverse Workforce*, and discovered more about her passion for encouraging more neurodiversity in the workplace, and how organisations can help to make the recruitment process fairer and more equitable to encourage greater inclusivity.



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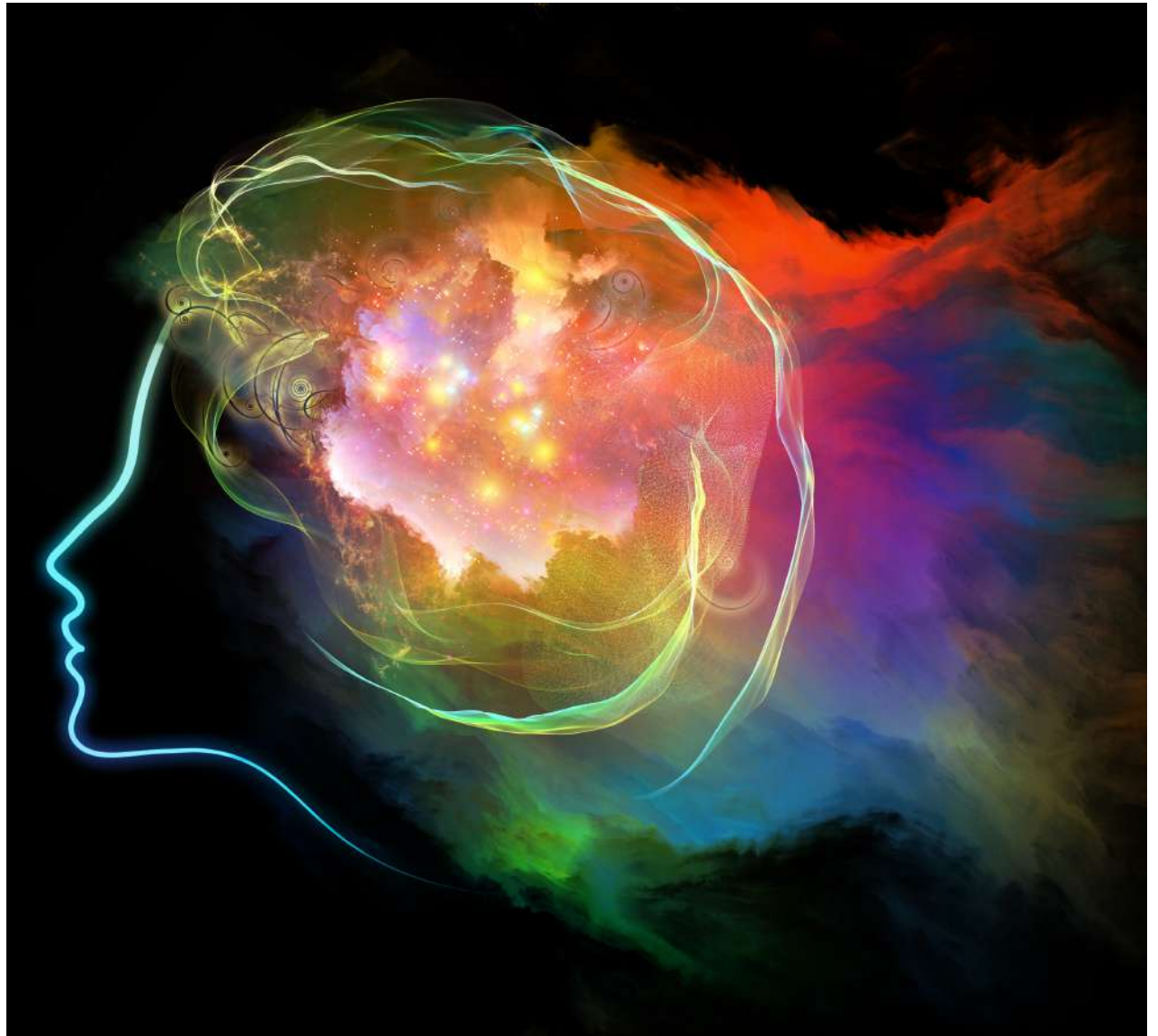
Inclusive Top 50 UK Employers Judges




What is neurodiversity?

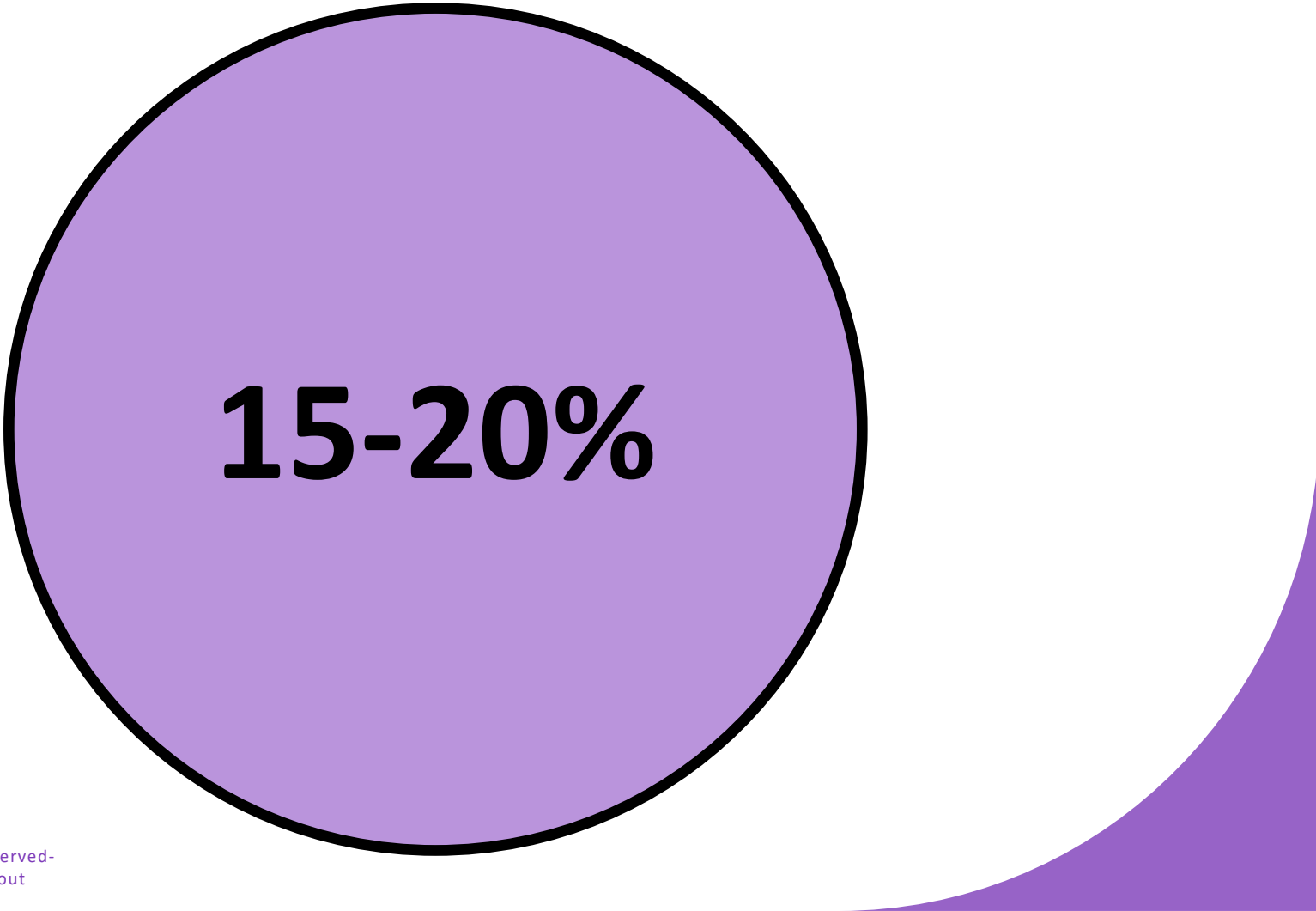
Our brains (**neuro-**) naturally vary from person to person (are **diverse**) and are a part of human variation.

We all think, move, act, process information and communicate differently

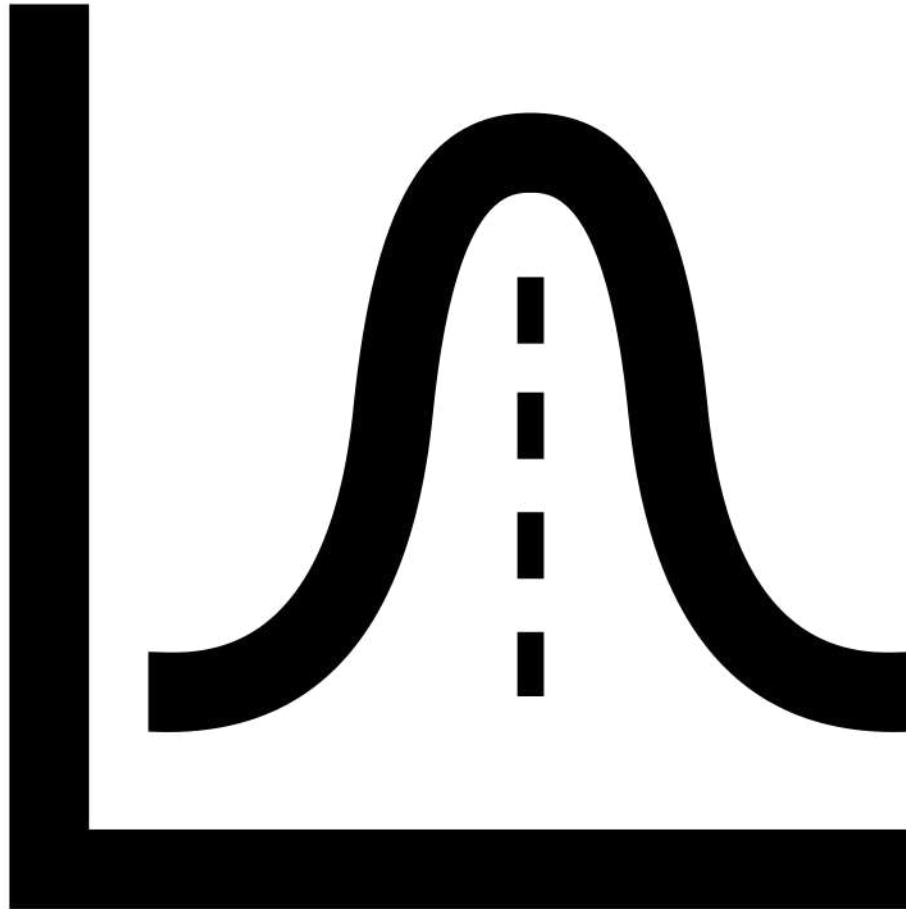




**In your workplaces
Exec teams/C-suite
Customers/Clients/Colleagues
Supply chains
Recruiting *potential* talent..
You may also have children
You**

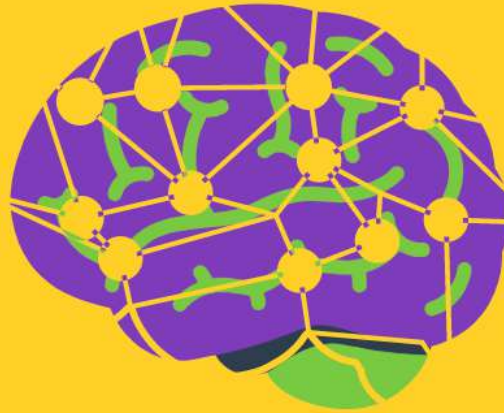


15-20%



Neurodiversity

Neurodivergent



Neurotypical

Neurominority

DEVELOPMENTAL

Dyslexia

DCD

Parkinson's
Brain Tumour
MS



DLD



Autism



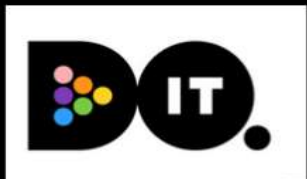
ADHD



Road Traffic
Accident



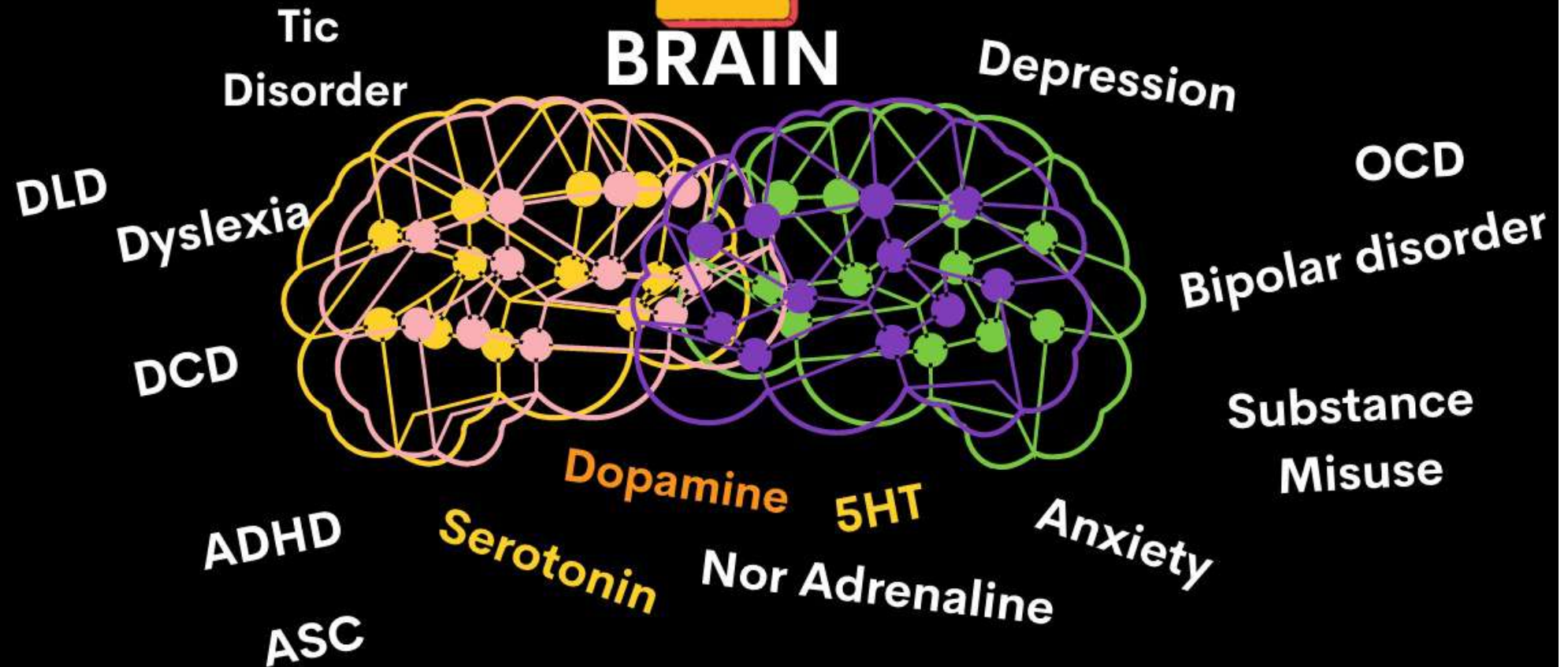
ACQUIRED



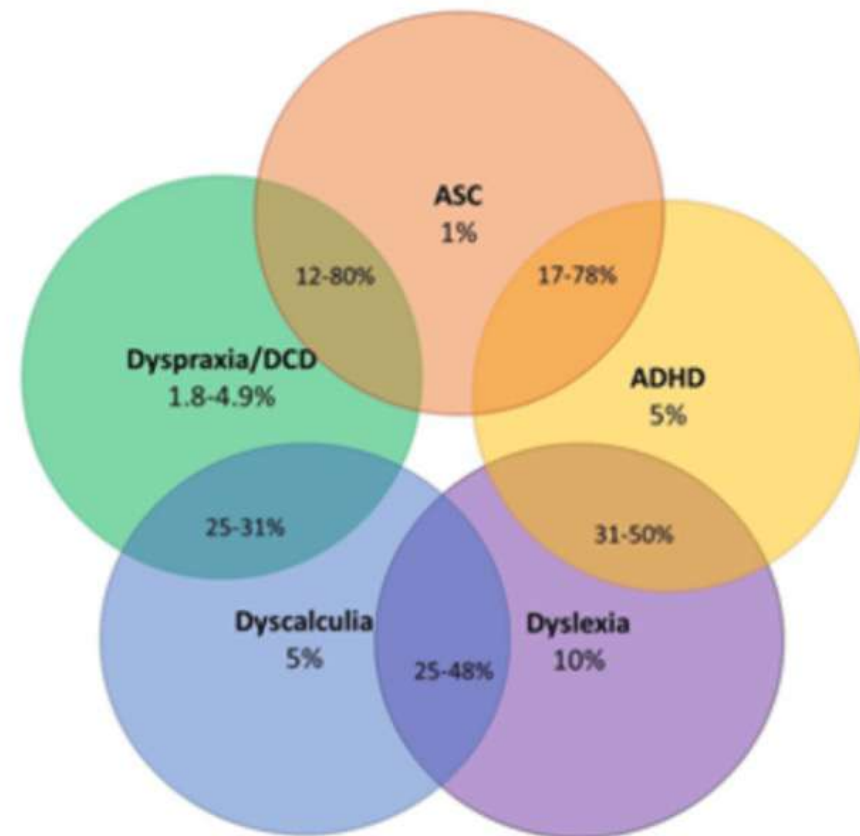
permission

Neurodiversity ¹ Mental health

BRAIN

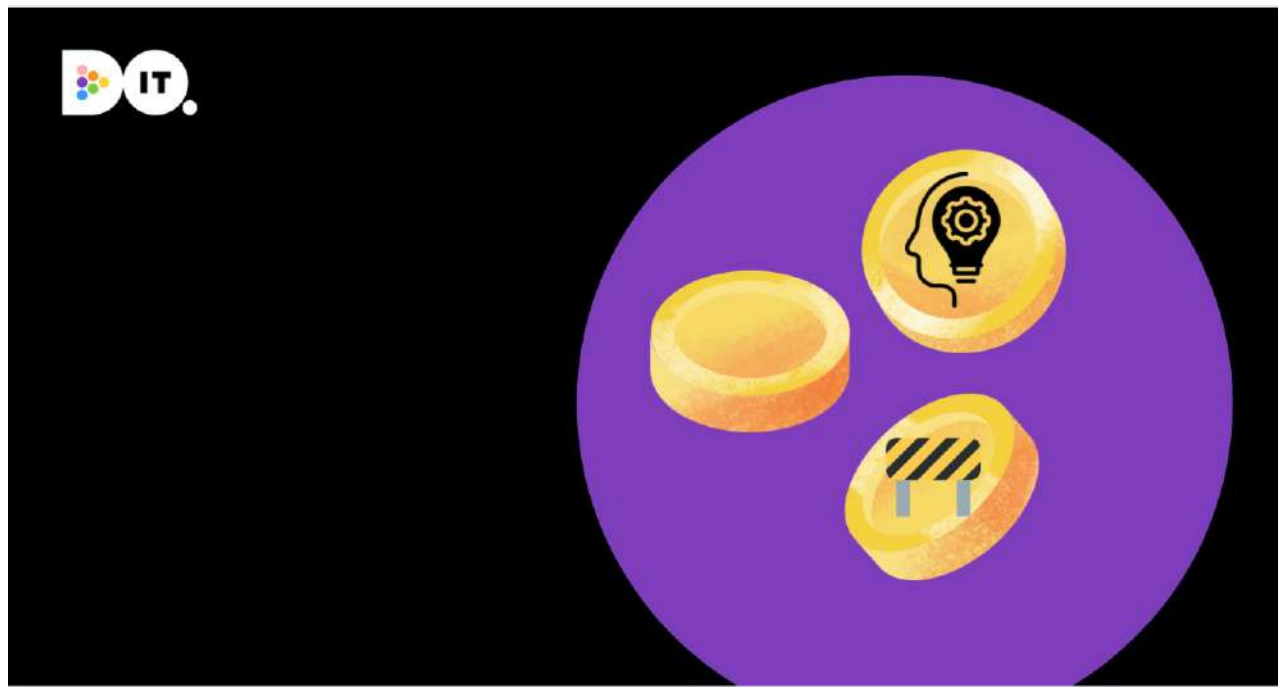


Very few people are
actually 'just' one thing!

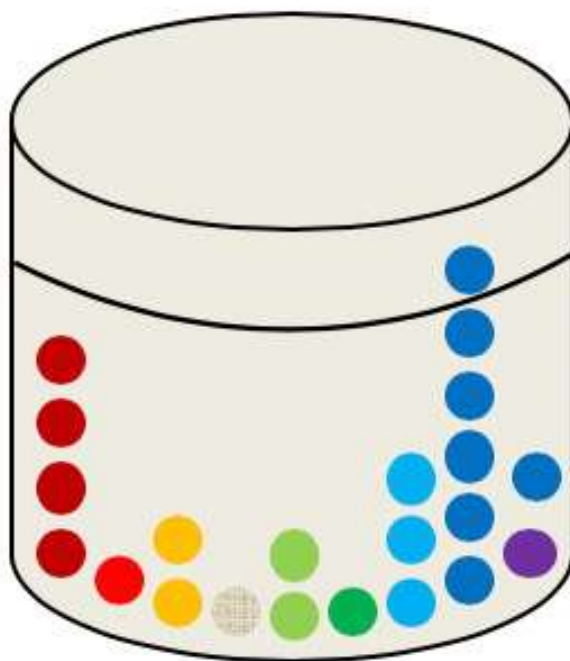


Co-occurrences of Neurodiversity (general population)
(Kirby and Cleaton 2019)

Flipping the narrative not superpowers!

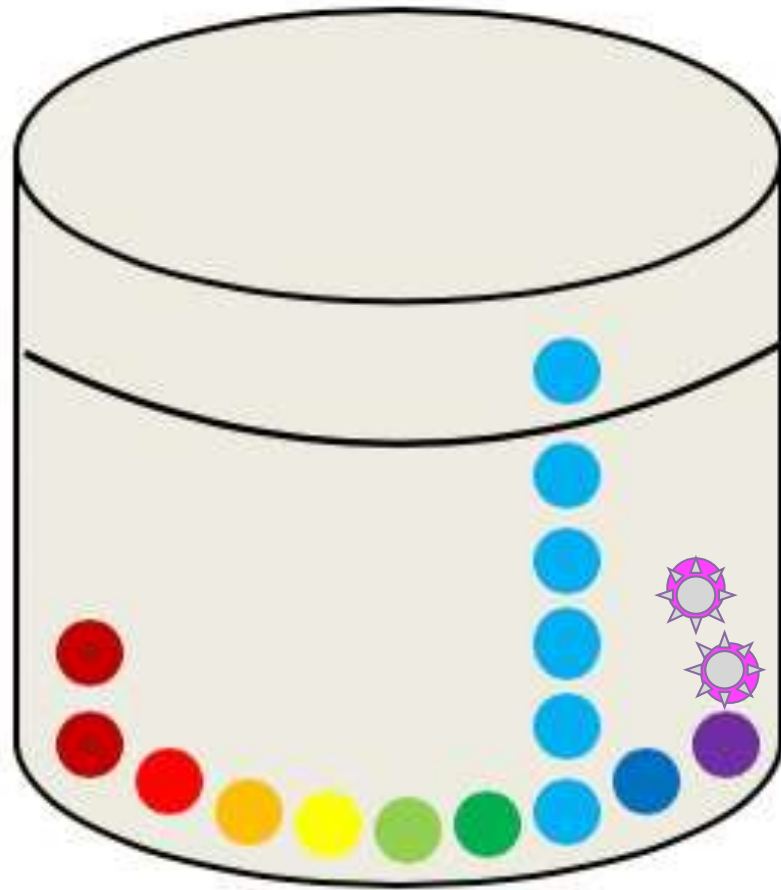


Number of balls indicates the severity of the challenge in that area. Some are easier to see!



Have to meet a certain level to 'count' and get a diagnosis for challenges or meet the criteria for services

Different colours indicate different types of challenge, e.g. reading, attention, social, motor, home life, behaviours



Two people with
the **same** diagnosis
—
are **very** different
people!



Not everyone comes to work **WITH** a diagnosis

- Apprentices/Trainees
- 3Ms'
- Adults
- Females
- Those at the margins of society



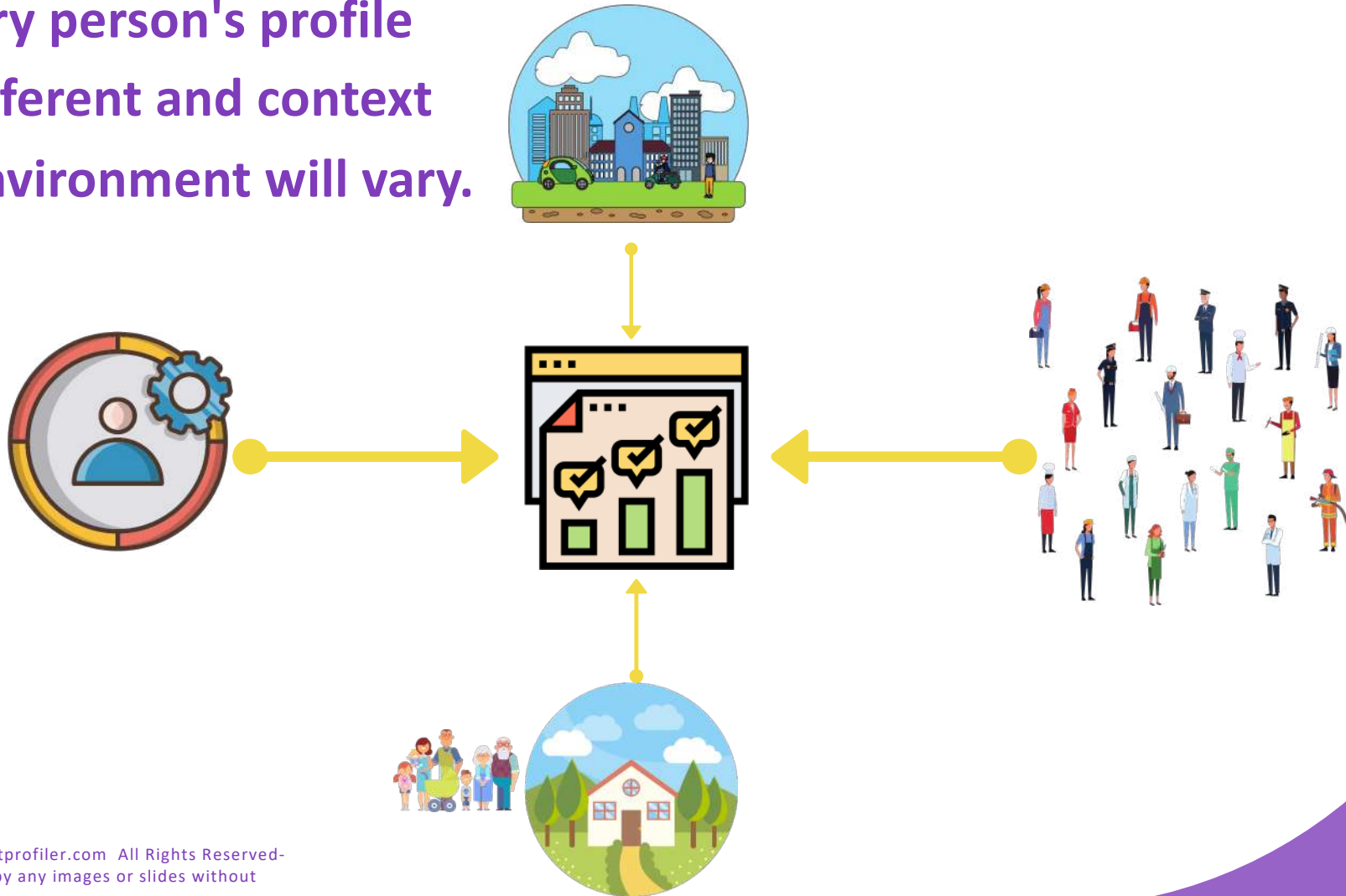


5 reasons neuro-inclusive practice is good for business:

- Attracting and not wasting talent- avoiding 'cookie cutter hiring'
- Retaining the talents that you have- and reducing absenteeism*
- Team productivity and novel thinking – avoiding 'Groupthink'
- Reputation – good for society as well (others are!)
- Reducing the risk of litigation

*Juliet Bourke, Stacia Sherman Garr, Ardie van Berkel, and Jungle Wong,
“Diversity and inclusion: The reality gap,”
in *Rewriting the rules for the Digital Age: Deloitte 2017 Global Human Capital Trends*, pp. 107–118.

Every person's profile
is different and context
and environment will vary.



**Most approaches don't cost a lot –
time, place, space, clarity of information**

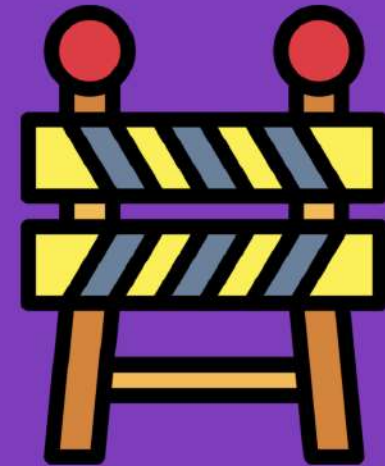


Think about Universal Design



Performance = potential – interference

Ref:Gallwey



Neurodiversity Year Plan

Awareness and buy
in with leadership

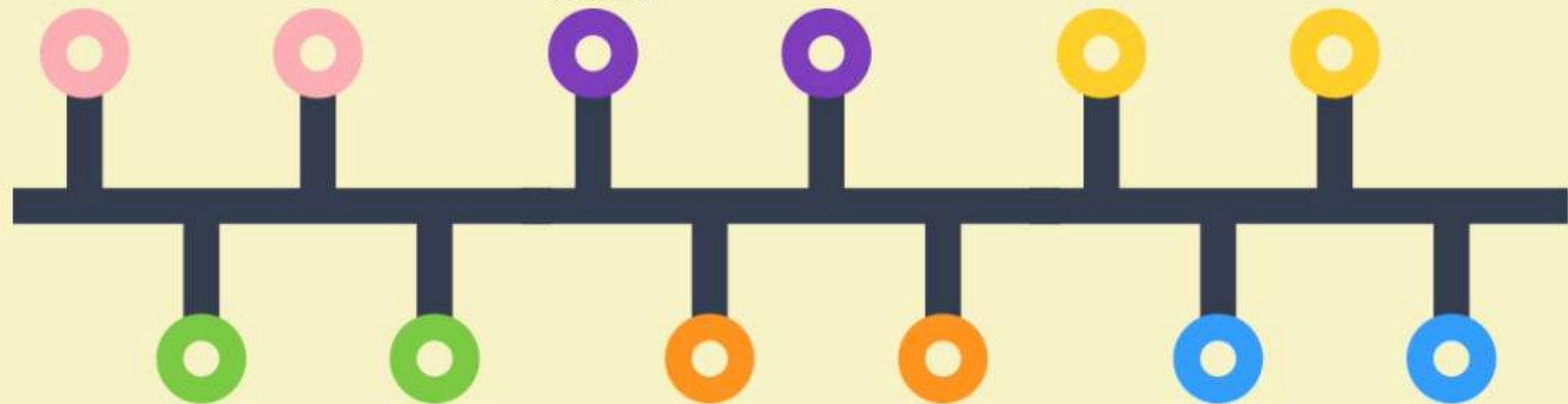
Priorities set

Exec manager
training

Recruitment/
interview
adjustments

Accredited
training to have
in house support

Universal design
review



Neurodiversity
gap analysis
undertaken

General
awareness
about
neurodiversity

ERG/
networks
set up

Screening and
support
processes

Awareness
session -
parent/people
supports

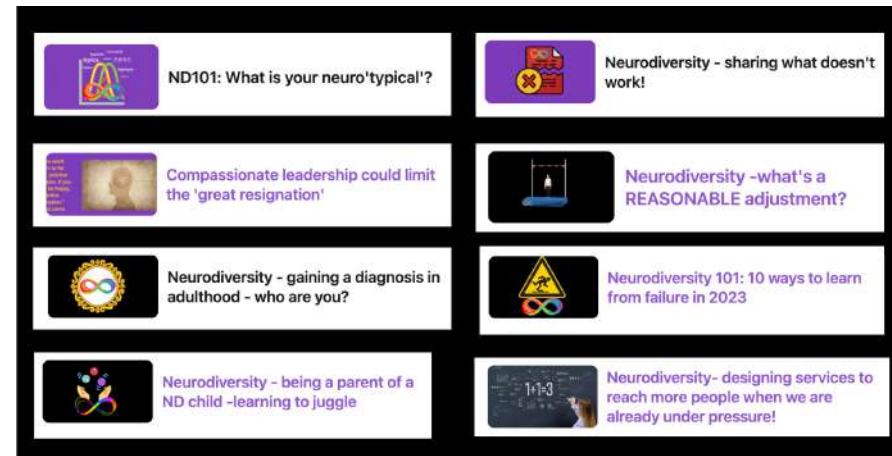
Audit change



Neuro div ersity Index Barom div eter

Increasing
neurodiversity
in the workplace





<https://www.linkedin.com/newsletters/neurodiversity-101-6749245972842446848/>

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