

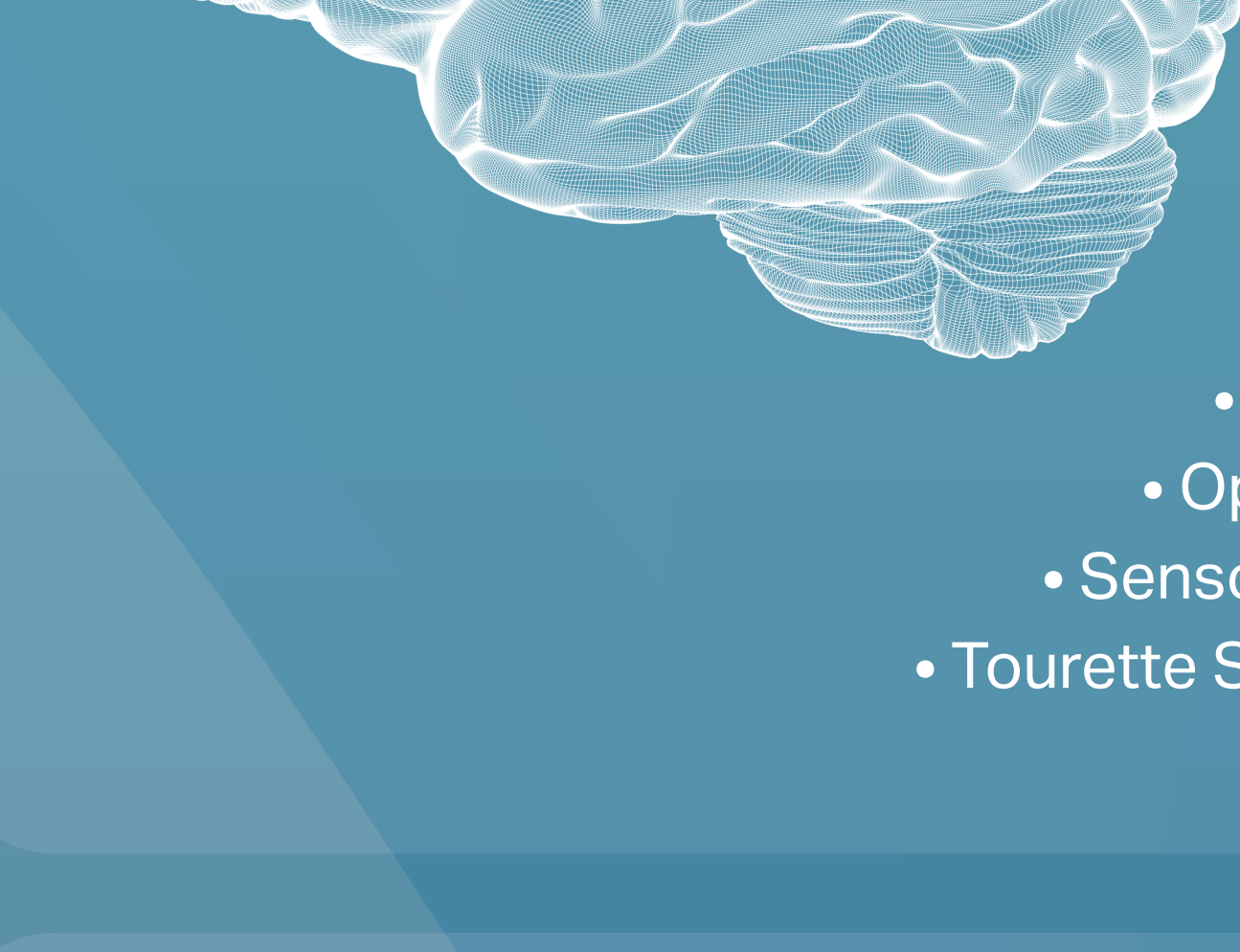
5 Neurodiversity Myths Debunked

NEURODIVERGENCE IS A RARE MENTAL HEALTH CONDITION.

In actual fact: Neurodivergent thinkers aren't uncommon and often face mental health challenges, due to a lack of understanding and the need to 'mask' their differences – but it's actually not a mental health condition.



Examples of neurodivergence include:



- Attention Deficit Hyperactivity Disorder (ADHD)
- Attention Deficit Disorder (ADD)
- Auditory Processing
- Autistic Spectrum Disorder (ASD)
- Developmental Co-ordinated Disorder
- Developmental Speech Disorders
- Dyscalculia
- Dysgraphia
- Dyslexia
- Dysnomia
- Dyspraxia
- Intellectual Disability
- Obsessive Compulsive Disorder (OCD)
- Oppositional Defiant Disorder (ODD)
- Sensory Integration Disorder
- Tourette Syndrome



Around **1 in 7** people in the UK are **neurodivergent**



Almost **2x** the amount who are **left-handed**



70% of neurodivergent employees experience mental health issues

Common issues include:



struggle with concentration & memory



find self-organisation difficult



have a lack of time management

91%

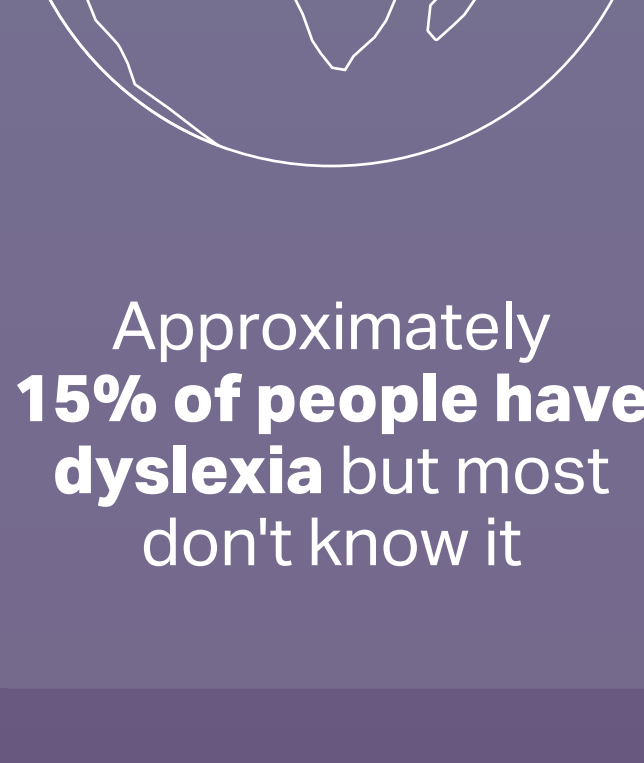
of people don't know how common neurodivergence is



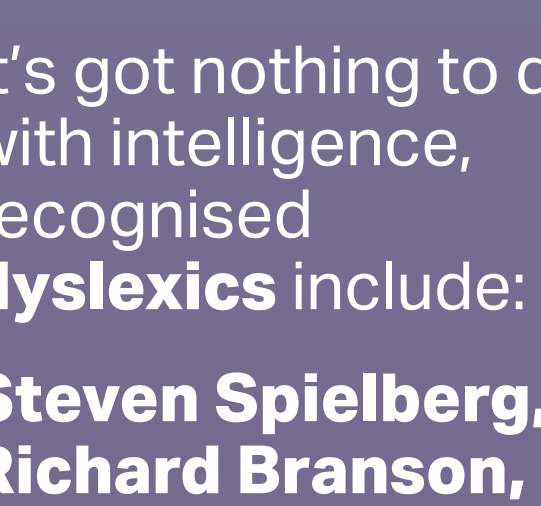
PEOPLE WITH DYSPLEXIA CAN'T READ, WRITE OR SPELL PROPERLY.

In actual fact: There's a lot more to it than this. Dyslexia is actually more about issues with information processing and working memory – so dyslexic people often struggle with a wide range of things which have nothing to do with reading, writing or spelling.

40+ million US adults have dyslexia, but only **2 million of them have a diagnosis**



Approximately **15% of people have dyslexia** but most don't know it



It's got nothing to do with intelligence, recognised **dyslexics** include:

Steven Spielberg, Richard Branson, and Albert Einstein

Dyslexic people may prefer:

- Lightly coloured paper
- 12-14 pt sans serif font
- Bold text for highlighting

Dyslexic people can dislike:

- Glossy & bright white backgrounds
- *Italics*, ALL CAPS, & underlining

CEO

Approximately **25% of CEOs are dyslexic**

NEURODIVERGENT INDIVIDUALS ARE BAD FOR BUSINESS.

In actual fact: Neurodivergent thinkers can often offer a competitive advantage when provided with the right working environment. Despite this, they're more likely to be unemployed than others.



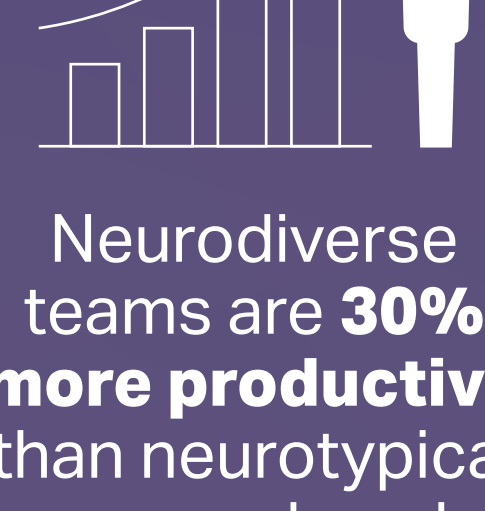
Unemployment for neurodivergent adults is as high as

30-40%

3x the rate for **people with disabilities** & **8x** the rate of **people without**



Employers who embraced neurodivergence saw a **90% increase in employee retention**



Neurodiverse teams are **30% more productive** than neurotypical ones and made fewer errors



Inclusive workplaces are as much as **8x** more **likely to be innovative** and have **2.3x** the **cash flow per employee** as non-inclusive workplaces

Companies with an **inclusive environment for neurodivergent colleagues** saw:

28% higher revenue

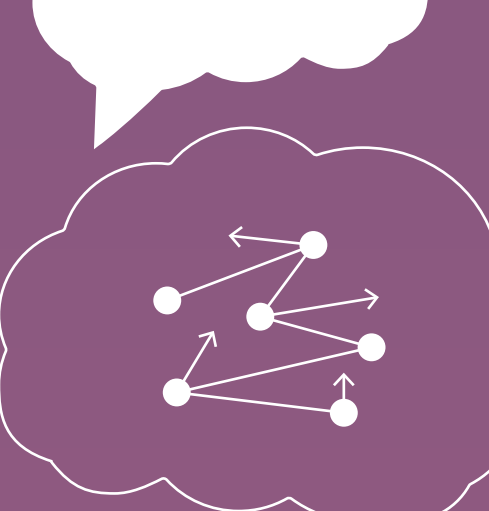
30% better profit margins

200% greater net income



NEURODIVERSITY IS A SUPERPOWER!

In actual fact: Whilst there is a correlation between *neurodivergence*, creativity and lateral thinking, many neurotypical people also excel in these areas – and not all neurodivergent thinkers will share these traits – so they shouldn't be subjected to "super-expectations". In some instances though, neurodivergence can offer compelling advantages.

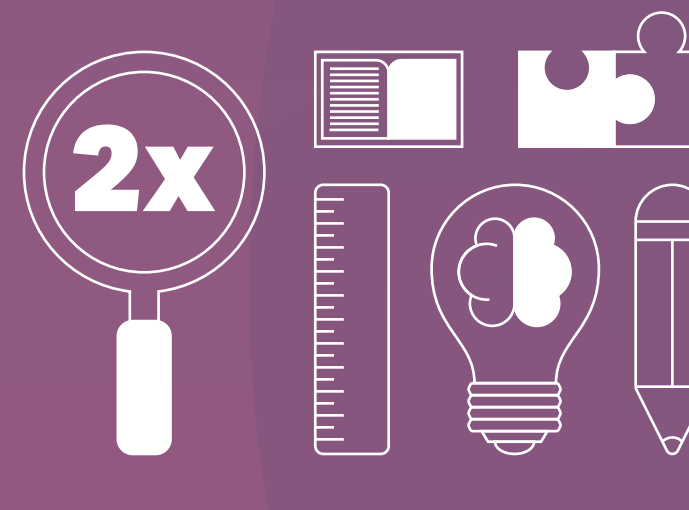


Individuals with **ADHD** **outperform** others when **thinking creatively** and **autistic traits** often provide an **advantage with ideas and verbal creativity**

Did you know?

Kim Peek, the inspiration behind Dustin Hoffman's character in Rain Man, **wasn't actually autistic**

18% employees in **advertising, marketing and media** have one or more **neurodiverse traits**



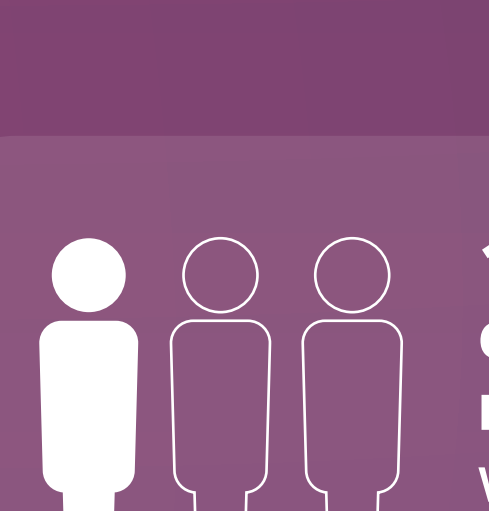
Neurodivergence across all creative industries is almost twice that of the general public

Great innovators throughout history **were neurodivergent** including:

- **Steve Jobs**
- **Agatha Christie**
- **Mozart**
- **Pablo Picasso**
- **Stanley Kubrick**

MOST ORGANISATIONS HAVE A NEURODIVERSITY STRATEGY IN PLACE.

In actual fact: Despite the growing awareness surrounding neurodiversity, very few businesses have any real understanding or awareness of their teams' individual needs.



1/3 of people feel they can't disclose their **neurodivergence** in the workplace, with **10% bad experiences** once they have done so

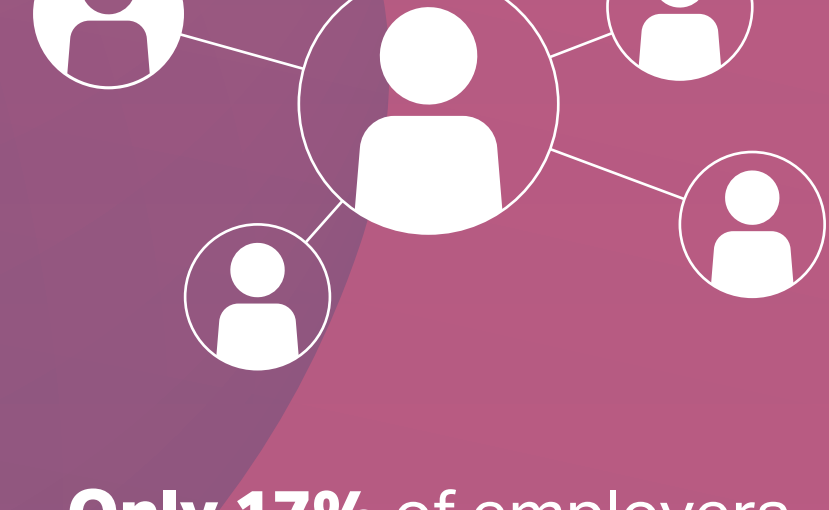


75% of creative industry employers **do not have policies in place to support neurodivergent staff**

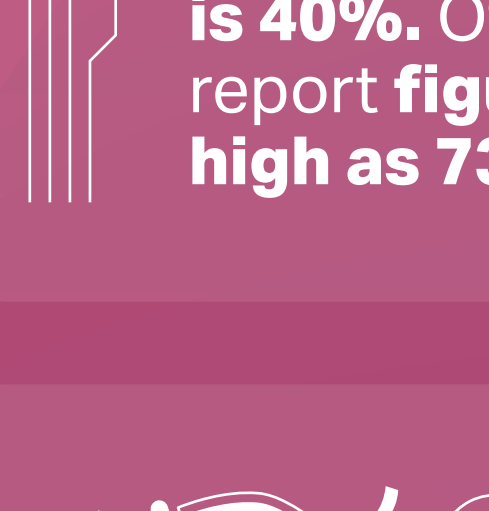
77% of creative industry adapting to be more **neurodiversity-friendly** is not a priority



82% of workplaces approach **neurodiversity** in the same way as they do **disability**



Only 17% of employers know how many **ND individuals** are in their organisation



Figures vary: in the **tech industry, non-disclosure is 40%**. Others report **figures as high as 73%**



More positively, **almost half of organisations** included in the research (49%) **have neurodiversity champions or mentors**, serving as advocates and allies and raising awareness of neurodiversity within the workplace

The **top three barriers** to setting up a **neurodiversity strategy** are:

- 1.** Lack of experienced mentors / managers
- 2.** Awareness and understanding
- 3.** Time and other priorities

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It's time to think differently about different thinkers.

Get in touch to discuss your brand's comms strategy.



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