



Business case for neuroinclusion



What is neurodivergence?

The term neurodivergence is used to describe when someone's brain functions and behavioural traits differ from what is considered 'typical' for most people.

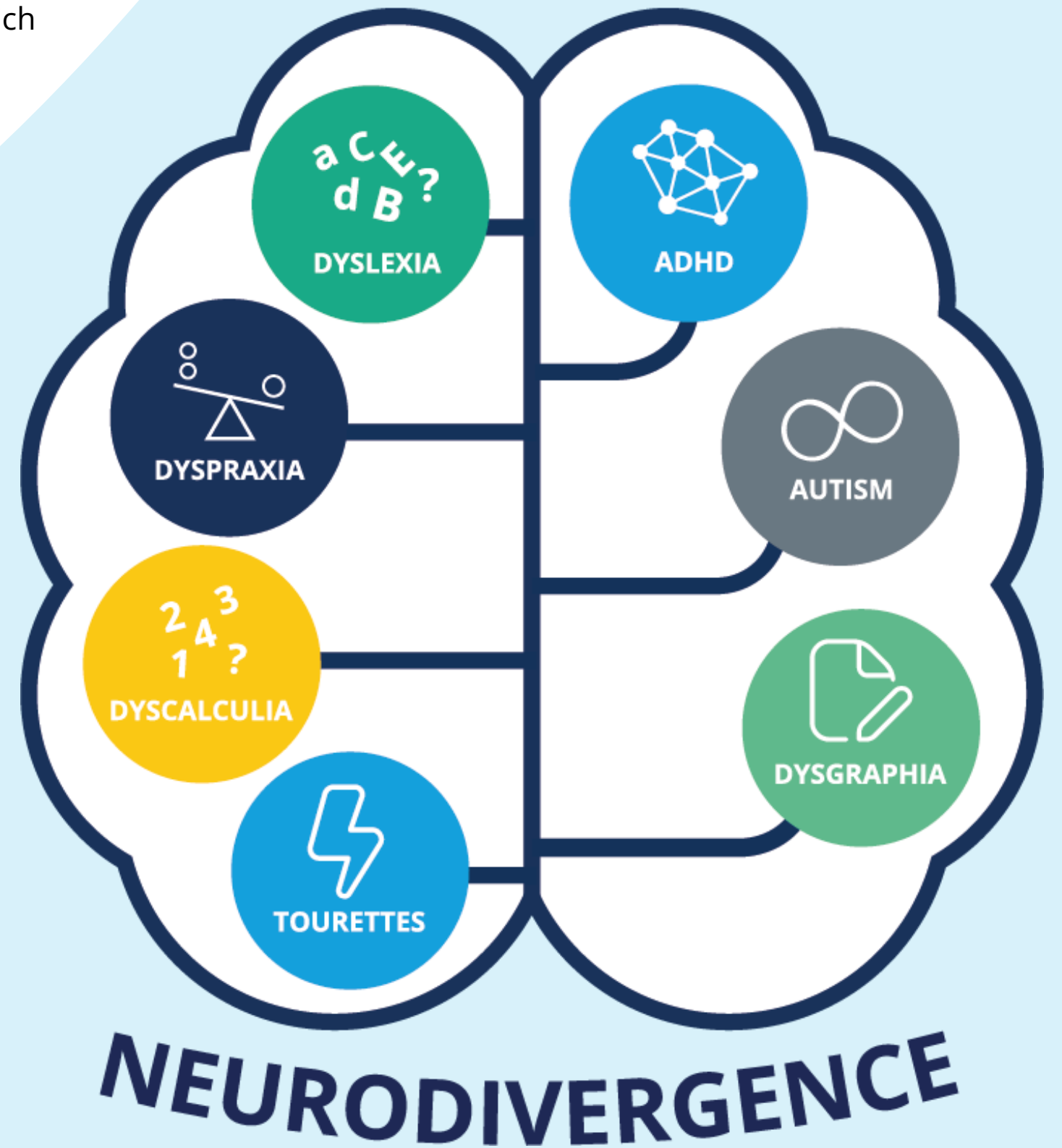
Neurodiversity is a word used to describe the range of differences in the way we each think, feel and behave because of differences in each of our brains and our experiences.

There's some debate about which conditions are included in 'neurodivergence', but it's generally accepted to include:



Researchers have estimated that **15-20% of the world's population is neurodivergent.**

Over a million people in the UK have a diagnosis of autism, ADHD, dyslexia, dyspraxia or other neurodevelopmental conditions.



Neurodivergent employees have unique skill sets

Everyone has strengths and weaknesses, and neurodivergent employees often bring valuable strengths that don't always fit into conventional systems, but can drive real progress when recognised and supported.

When workplaces take the time to understand and nurture this talent, they often uncover new ways of thinking, working, and innovating that were previously overlooked.



Strengths vary by individual, but neurodivergent employees could excel at:

- Problem solving
- Data analysis
- Creativity and fresh insight
- Independent thinking
- Attention to detail
- Innovation
- Perseverance
- Spotting patterns, trends or errors
- Out of the box thinking
- Seeing things from a different perspective
- Switching between detail and big picture thinking
- Unusual or intuitive ways of processing information
- Logical thinking
- Taking risks

Leveraging neurodivergence in the workplace provides significant competitive advantage



60%

of companies say

**neuroinclusion
is a focus area**

for their business



**But what can
neurodivergence in the
workplace deliver?**



Improved productivity



90%
increase in
productivity

as a result of implementing **flexible work schedules** and **sensory-friendly environments** for neurodivergent employees.

Organisations with **inclusive cultures** are



8x

as likely to
achieve better
business
results

and

2x

as likely to
meet or exceed
financial
targets

than organisations with less diversity in the workplace.

The **top 45 companies** identified for their **leadership in disability employment and inclusion** had, on average over a four-year period,



28%
higher
revenue,
double the
net income

30%
higher
economic
profit
margins
than the other companies.

89%
positive impact
on productivity

reported by our clients after a
workplace needs assessment



Improved employee retention and engagement



where specific neurodivergent hiring practices in place

Where employers have taken some action to create a neuroinclusive organisation

Employees who feel able to bring their whole selves to work are



42% less likely to plan on leaving.



63% say they've seen a **positive impact on employee wellbeing**



86% of our clients report a **workplace needs assessment** positively impacts wellbeing



Only **17%** of employees with no neurodivergent adjustments are **very likely to stay with employer**



which jumps to **x3** when tailored neurodivergence adjustments are in place

Improved compliance and risk reduction

31%

of neurodivergent employees are **not satisfied** with their workplace support.

£44,483



was the **average Employment Tribunal Award for Disability Discrimination**

in 2023-2024

£964,465

was the **highest awarded amount.**

The **average cost** of a reasonable adjustments is just



£75
per individual.



1 in 10

organisations in the UK have been involved in a **neurodiversity employment tribunal**

5 of the 6

most common **reasonable adjustments** are free.



Enhanced innovation & creativity

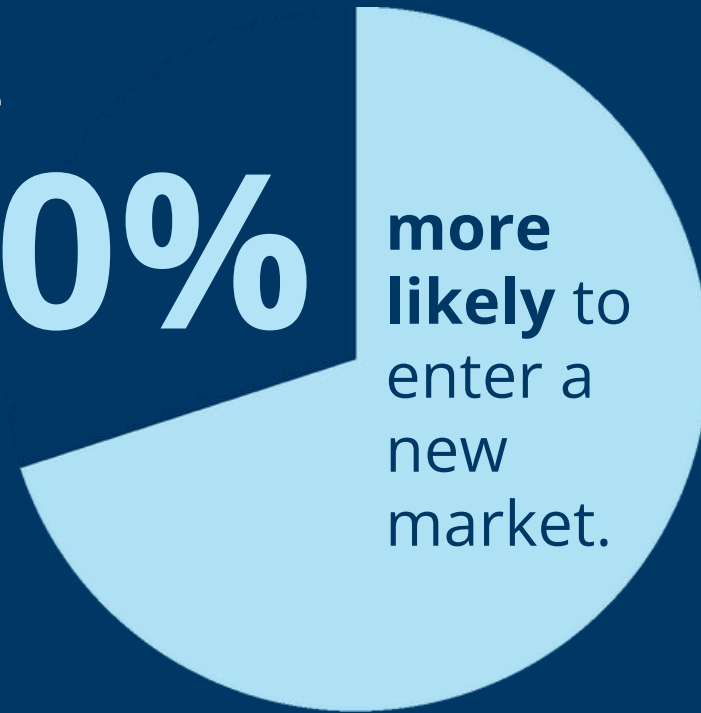
1,800 professionals found that more

diverse companies

were

70%

more likely to enter a new market.



Organisations with **inclusive cultures** are

more **innovative and agile**

compared to those with less diversity in the workplace.

Enhanced decision making

Research across 566 business decisions made by 184 business teams, found that

diverse teams are

are **87%**

better at making decisions.



Diversity of thinking

enabled groups to spot and identify potential risks and **reduce their impact by up to**

30%



Attracting top talent

When searching for a job,

63%

are more likely to choose a company that **prioritises diversity**



39%

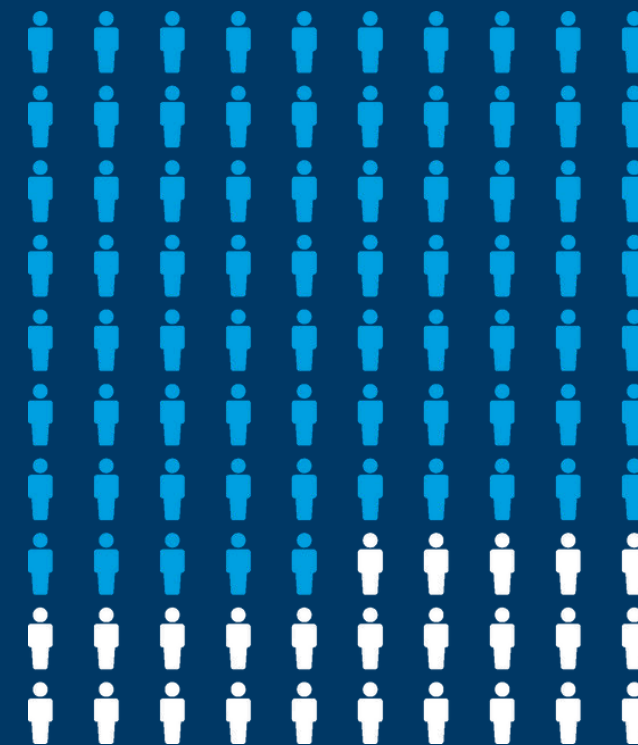
have turned down or not pursued job offers due to a **perceived lack of inclusion** at an organization

Enhanced reputation and brand loyalty



83%

higher consumer preference for brands with the **highest diversity scores**



75%

of consumers are influenced by a brand's **diversity and inclusion reputation**

Sources

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- <https://www.marketingdive.com/news/study-diversity-in-ads-correlates-to-gains-in-revenue-brand-perception/564153/>
- <https://mediabrief.com/kantars-brand-inclusion-index-2024/>

This information pack has been compiled with information and statistics from the listed sources.

A full blog with further context and information can be found here:

[Business case for building a neuroinclusive workplace](#)





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