

NEURODIVERSITY @ WORK *for Managers*



**GUIDEBOOK FOR LEADERS TO
EMBRACE, & LEVERAGE THE BRAINS
OF THEIR TEAMS**

Produced by your partners at Potentia Workforce

ABOUT

For over a decade, leading organizations globally have realized that **different brain types are something to be acknowledged, supported, & leveraged.**

This guidebook serves as an introduction to this increasingly critical concept for companies looking for a competitive advantage. It was developed through years of work in the space, research, & lived experience of ND professionals.

TABLE OF CONTENTS

Neurodiversity Explained

1

- What is Neurodiversity?
- Why it Matters

Neurodiversity @ Work

2-5

- What ND Inclusive Teams are Seeing
- The Problem
- Emerging Innovations & Programs

Best Practices

6-10

- First Steps
- Benefits of Neuroinclusion
- Hiring ND Talent
- Embracing Neurodiversity at Work
- Misconceptions about Neurodiversity

About Potentia Workforce

11-12

- STARS for Recruiting ND Talent
- EMPOWER for Retention & Engagement

Additional Resources

13

- More from Potentia
- Affiliated Resources
- Celebrated Neurodiversity Programs
- Success Enablers for Neuroinclusion

Neurodiversity Explained

What is Neurodiversity?

Neurodiversity refers to variation in the human brain impacting how we learn, process information, interact & see the world.

Common ND Differences

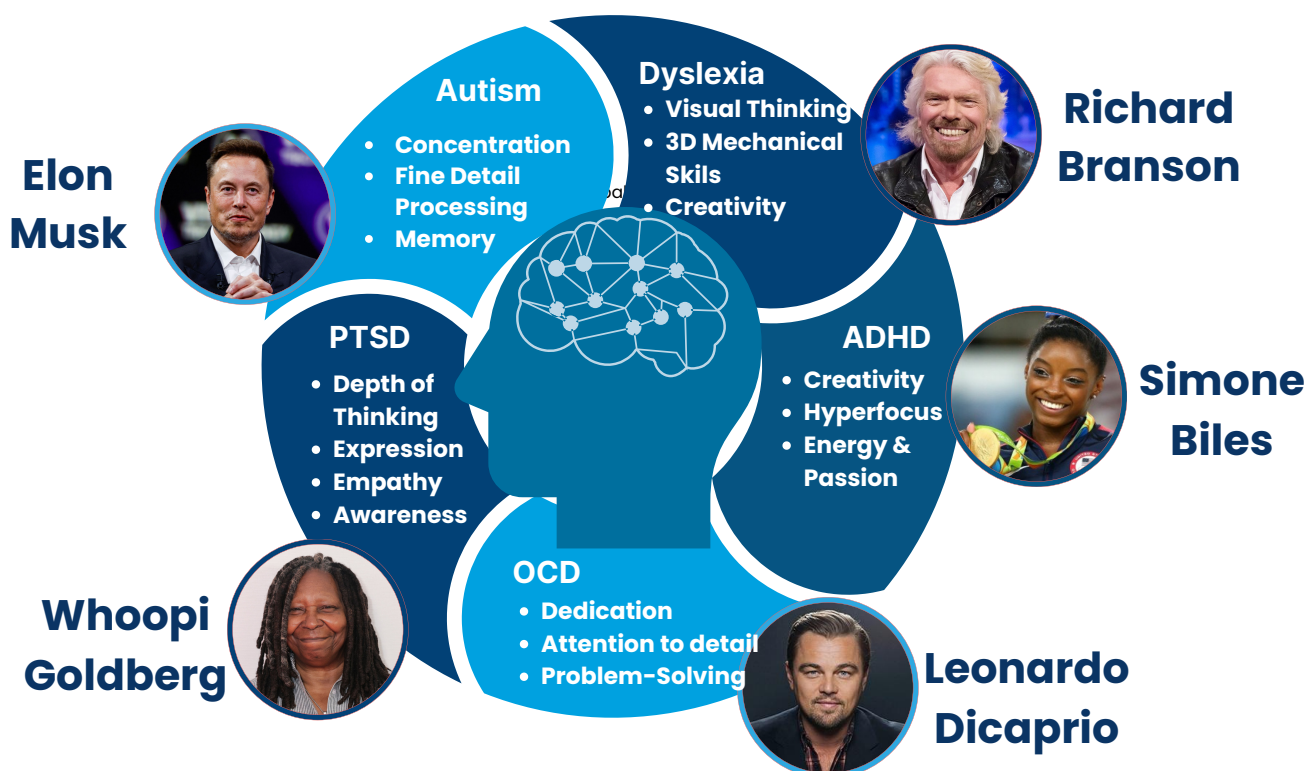
- Autism
- ADHD
- Dyslexia
- OCD
- PTSD
- & more...



Experts estimate 25% of the population is ND. Meaning that as many as **1 in 4 of us** may think, work & communicate in a way that is distinct from the majority.

Why It Matters

Neurodiversity includes all of us. The concept allows us to see, support, & leverage our differences as strengths.



Neurodiversity @ Work

Teams leveraging ND talent are reporting -

45% Increased Productivity

2X Faster New Skills Adoption

96% Superior Retention Rates

How is that possible?

All employees benefit from the principles of neuroinclusion (your workforce is already neurodiverse!)

Many ND professionals also bring unique, 'neuroexceptional' skills.

The Problem

ND adults face at least a 40% unemployment rate. (*UConn)

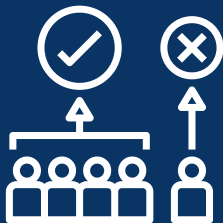
Common Barriers for ND Professionals



Communication Differences



Lack of Familiarity with Neurodiversity



Social Exclusion & Stigma



Executive Function Differences



Sensory Preferences



Rigid Work Environments

Emerging Innovations

Neuroinclusion Newsflash



Many leading companies are now taking steps to better support & leverage neurodiversity within their workforces.



**Goldman
Sachs**



Deloitte.



While Potentia works with many of these companies, we understand that this is just the beginning. Whether you have a formal ND hiring program or not, there are steps any employer can take to improve recruiting and retention outcomes for all employees by leveraging neurodiversity.

Leading The Way:

EY's Proven ROI Through Embracing Neurodiversity



Jamell Mitchell

Associate Director
EY

“By learning how to communicate effectively with our ND professionals, I think I communicate better with everyone. It’s definitely made me a better manager.”

Impact on Leadership

The training methods & materials produced for new ND account professionals is now helping all account professionals learn faster & become productive more quickly.

Impact on Innovation

In the first month, ND new hires

- identified improvements that cut the time for technical training in half.
- learned how to automate processes faster than their trainers.
- used resulting downtime to create training videos that are now used for everyone

[From EY: Neurodiversity-Powered Innovation](#)

Looking Beyond Hiring:

Programs that elevate everyone



Microsoft



Neil Barnett

Director of Inclusivity,
Microsoft

**"It's about looking at the
employee experience..."**

[From Microsoft:
Neurodiversity Hiring
Program FAQ](#)

[Q&A: Microsoft's director of
inclusive hiring and
accessibility, Neil Barnett](#)

JPMORGAN CHASE & CO.

Supporting ALL Employees:

*How Chase's ND Hiring
Program Has Helped
Engage & Retain Existing
Employees*

**"Fast forward six
years, and Kym is now
a vice president who's
admired for her
leadership, tenacity
and ability to see
things in data that
others don't."**

Brian Gill
JP Morgan Chase

[From JP Morgan Chase: Demystifying Neurodiversity: It's Time To
Embrace The Different Ways We Think](#)

YOUR COMPANIES' FIRST STEPS TO NEUROINCLUSION AT WORK

1

Start The Conversation

Encourage your team to share their experiences, perspectives, & ideas around neurodiversity at your company. By creating a safe space for everyone to be heard, you lay the foundation for impactful change.

2

Empower Your People

When ND professionals feel empowered, they bring their authentic selves to work, leading to increased creativity, productivity, & retention. Provide your team with the tools, resources, & support to excel in their roles.

3

Create A Purposeful Plan

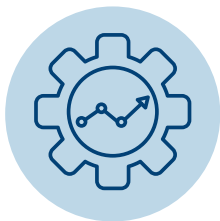
Foster collaboration across teams to develop your plan. Involving people with different backgrounds, perspectives, & cognitive profiles ensures that initiatives reflect the needs & aspirations of your entire workforce.

4

Leverage Expertise

By collaborating with like-minded partners, you expand your reach, resources, & impact. Together, we can make a difference not only within our own companies, but also in the broader community.

HOW NEUROINCLUSION BENEFITS COMPANIES



Employee Productivity

Neuroinclusion boosts productivity by **valuing diverse thinking & considering individual needs**. **Offering success enablers & accommodations**, like flexible work arrangements or sensory-friendly spaces, enhance focus, efficiency, & productivity.



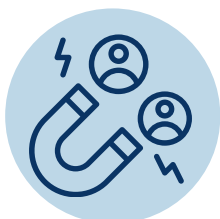
Employee Innovation

Becoming neuroinclusive unlocks innovation by **embracing all perspectives & abilities**. ND professionals often bring exceptional problem-solving skills, creativity, & outside-the-box thinking.



Employee Engagement

Embracing Neurodiversity enhances team engagement by **fostering belonging & psychological safety**. Valuing and supporting your entire team cultivates a highly engaged, motivated workforce.



Employee Retention

Neuroinclusion reduces turnover by creating more **supportive work environments**. Considering the unique needs of all employees fosters long-term career opportunities & increases the likelihood that employees will stay.

TIPS FOR HIRING & SUPPORTING ND TALENT

Optimize Your Job Descriptions

Be clear on the **specifics of the role** rather than "Copy / Paste" language like "*strong communicator*," to give candidates a clear idea of what qualifications you're really looking for.

Remember, candidates want to know what to expect, so **use this as an opportunity** to introduce them to your company culture & an accurate look into what their work life might be like.

Focus on Flexibility

It's important to ensure that there's clear understanding on "**What?**" their expectations, & "**Why?**", as in, the context & purpose within the company and how they fit in to it's mission. But when possible, **showing flexibility in "How?"** things get done, like when/where, tools & strategies used etc. will result in greater innovation, productivity & employee satisfaction.

Learn The Lesson, Lose The Label

Every professional needs something different to be set up for success at work, whether that's a tool, a small structural change, or something as simple as an approachable, empathetic ally.

With this in mind, don't focus on the person's label (Ex. "*John has ADHD*,") but on the lesson (ex. "*John benefits from a quiet workspace*.") This will help eliminate unintentional assumptions or judgements from managers & colleagues.

EMBRACING NEURODIVERSITY AT WORK



Foster A Culture Of Trust & Communication

Create an environment where **individuals feel valued, empowered, & comfortable expressing themselves**. This leads to increased collaboration, productivity, & employee satisfaction.



Lead By Example

Demonstrate vulnerability, authenticity, & open communication. This creates an environment where employees feel safe to share their thoughts, concerns, & ideas without fear of judgment or negative consequences.

Empower Employees To Inform Decisions



This harnesses the diverse perspectives, expertise, & insights within the workforce, leading to more inclusive, well-informed, & effective decision-making processes that drive organizational success.



Establish Clear Expectations & Goals

This provides a sense of **direction, clarity, & purpose**, ensuring that employees understand what is expected of them & enabling them to prioritize their well-being in achieving those goals.

MISCONCEPTIONS ABOUT NEURODIVERSITY



"WE DON'T HAVE ANY ND EMPLOYEES"



Experts indicate that 25% of people are ND. While ND professionals face at least a 30-40% unemployment rate, many are already working, & some are likely your companies' top performers.



"ND EMPLOYEES WOULD SLOW US DOWN"



Neuroinclusive teams report being more productive and efficient. Different ways of thinking naturally bring new perspectives, ideas, talents & experiences that benefit their ND employers and teams.



"I KNOW THEIR NEEDS - MY COUSIN'S AUTISTIC"



All human needs are unique to the individual. While there are sometimes common themes, Potentia encourages you to "learn the lesson, & lose the label." Don't make broad assumptions about someone based on their neurotype.



"ND EMPLOYEES WILL COST US MORE MONEY"



Neuroinclusive teams boast higher retention & innovation scores. For example, one ND hire at SAP helped develop a technical fix worth an **estimated \$40 million in savings for the organization.**

About Our Programs

STARSTM *by Potentia Workforce*

For organizations looking to start or scale their Neurodiversity Hiring Programs

TRAIN

Plan Objectives
& Define Scope



Determine
Measurables



Train
Employees

RECRUIT

Customize
Selection
Process



Shortlist
Candidates



Finalize
New Hires

SUPPORT

Develop
Circles
of Support



Orientation
&
Onboarding



Career
Planning

**"This program has turned
my life around entirely.**

Potentia has amazed me with the lengths it goes to ensure that the new hire is a right fit for the company and has the right tools to help us succeed in the positions we are granted."

ND Employee
Baker Hughes

Baker Hughes 

**"We're so thankful for the
team Potentia has found
us.**

To think everyday hiring practices might overlook the employees we've hired through our STARS program makes you reconsider how this all works!"

Director
Chevron



About Our Programs

EMPOWER *by Potentia Workforce*

For improving employee engagement, retention & more through embracing the existing neurodiversity within their workforce.

Methods



**DATA
ANALYSIS**



**PROCESS
CONSULTING**



**ONE-ON-ONE
COACHING**



**CUSTOMIZED
WORKSHOPS**

Areas of Focus



**Leading
Diverse Teams**



**Organizational
Fluency**



**Recruiting
& Selection**



**Onboarding &
Orientation**



**Employee
Experience**



**Comms
& Branding**

NOTE: The additional components can be delivered separately or together upon request

**“They helped us to be
better as a business.**

AIG

**If you are looking to create
a world class workforce
culture, give Potentia a
call.”**

**Director
AIG**

ADDITIONAL RESOURCES

More from Potentia

- [VIDEO: Potentia Workforce – Neurodiversity Talent Solutions](#)
- [NDVoices: Providing a range of ND perspectives](#)
- [Sign up for our newsletter](#)

Affiliated Resources

- [Disability: IN Neurodiversity @ Work Roundtable](#)
 - [Autism @ Work Playbook \(2021\)](#)
 - [Neurodiversity @ Work Playbook: Employee Engagement & Growth Series \(2023\)](#)
- [Frist Center for Autism and Innovation at Vanderbilt University](#)

Celebrated ND Programs

[JP Morgan Chase](#)
[Microsoft](#)
[EY](#)

Success Enablers for Neuroinclusion

[Texthelp](#) – Assistive Tech
[Leantime](#) – Task Management
[NDConnect](#) – Peer Mentorship

Get In Touch

*We appreciate your interest in
Thinking Differently & are
available for further
consultation upon request.*



(713) 357-3312



info@PotentiaWorkforce.com



LinkedIn @PotentiaWorkforce



www.PotentiaWorkforce.com