



NDIM

Neurodiversity in Media

**Helping media companies'
Neurodiverse talent thrive**

WHY DO WE NEED NEURODIVERSE INCLUSIVITY IN THE WORKPLACE?

15-20% OF YOUR WORKFORCE IS LIKELY TO BE NEURODIVERGENT (and this is underplaying it!)

Neurodivergent individuals embody a spectrum of unseen conditions, We perceive and contemplate the world through a unique lens—our brains are, quite literally, crafted in distinct ways!

They say 1 in 7 are neurodivergent, some say UP TO 20%, but this worse case 14.28% is still a lot. Call it 15%

Examples of neurodivergent conditions include (but are not limited to), Autism (or ASD), ADD, ADHD, Dyslexia, Tourettes, Dyspraxia, Dyscalculia, Dysgraphia. Bi-Polar and OCD are also often defined as neurodivergent, but regardless, it is important to recognise wider neurodiversity - of brains wired differently at work.

AUTISM/ASD

ADHD/ADD

TOURETTES SYNDROME

DYSLEXIA

DYSCALCULIA

BIPOLAR

(& more)

WHO? A LOT OF YOUR COLLEAGUES!

So What? ~ c 3.5k+

IN UK MEDIA INDUSTRY ALONE



Assuming this 15% applied to the media industry - of which there is reputedly 26,500 employees in the UK alone (again conservative);

We are low-ball estimating that there are over 3,500 talented, especially crafted, unique, intelligent humans across your media business. In client services, planning, strategy, analytics, finance, operations, creative and more, to not only support and embrace, but celebrate and elevate - so we can all thrive, enjoy and do our best work.

INTRODUCING **NDIM**

So... Neurodiversity in Media (NDIM) was born to identify a growing and often not addressed issue in an industry which is predicated on reaching & engaging different eyeballs, hearts and minds through its advertising.

Let's focus on those minds who deliver the work for a moment.

- ▶ NDIM is an initiative focused on celebrating and empowering neurodivergent individuals in the media industry, BY neurodivergent individuals. To do their best work and to feel like they can do their best work, and feel comfortable doing so
- ▶ We aim to encourage the conversation and raise awareness with employers, agencies, industry bodies and individuals about neurodivergent needs, share ideas and signpost for those looking for support. We are not regulators or HR consultants, just ND people!
- ▶ We have a vision of wanting to help the practices within over 85% of media companies, often overlooked by DE&I or Mental Health Initiatives, with our 4S Manifesto
- ▶ Our 4S Manifesto offers a guiding framework for employers, inviting them to contemplate how best to nurture and uplift their neurodivergent talent, focusing on the pillars of **Systems, Spaces, Safety and Support.**

WHERE THIS CAME FROM...

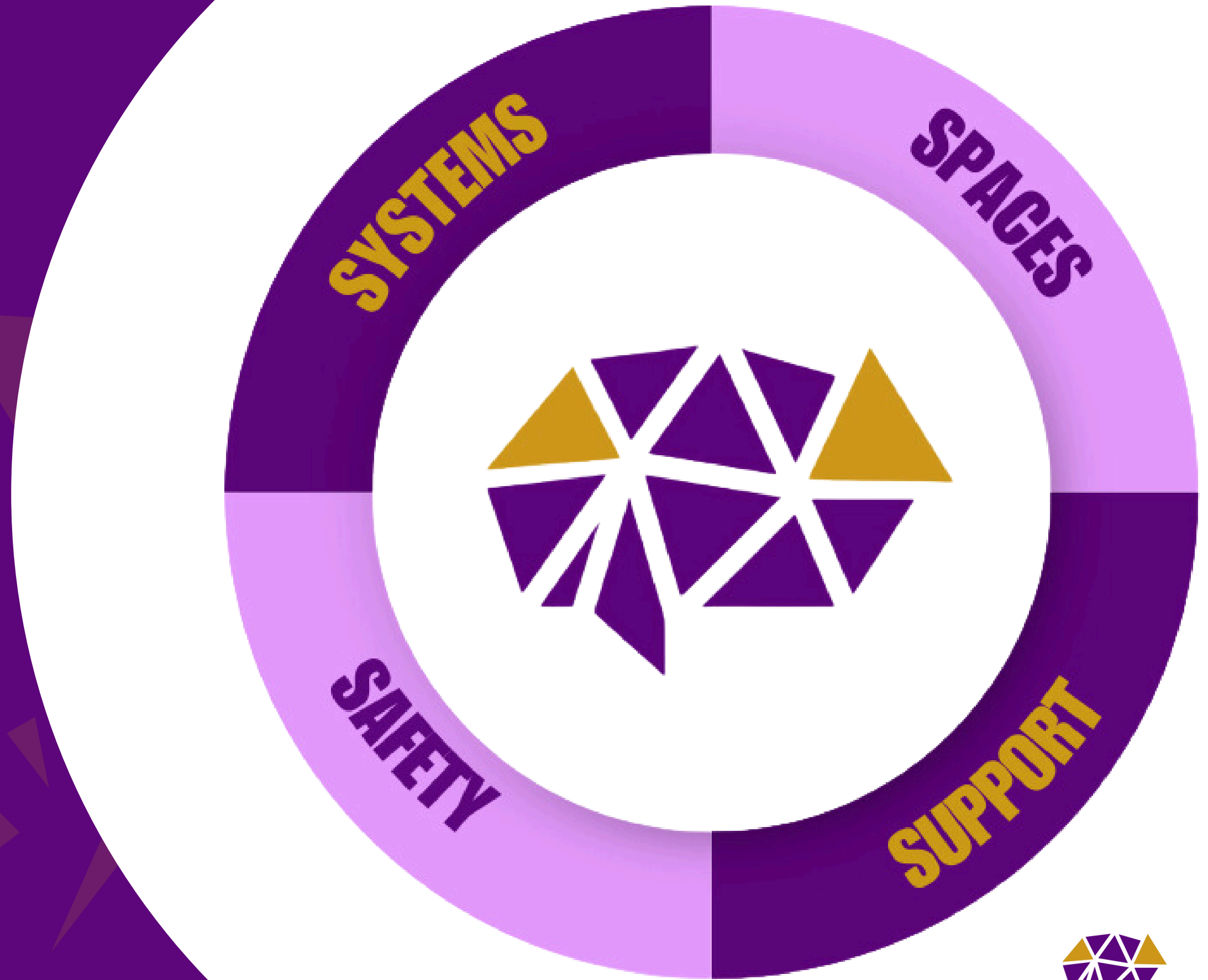
We are Jaz and Simon! - both diagnosed with neurodivergent conditions later in life. We first connected on LinkedIn back in 2022 and met in person in 2023. At an event, which of course can be the best or worst thing depending how you are built!

We bonded instantly over our shared experiences of navigating life with a new and life affirming diagnosis. Whilst we talk a lot about celebrating our neurodiversity and the quirks it gives us, we've also spent a lot of time being open and vulnerable with each other (and others) about the day to day struggles we face.

From our manifesto shared through to conversations, launching NDIM together has been a labour of love and we're so fortunate to have each other's support as well as our fellow NDIM squad of champions to bring this community & vision to life.

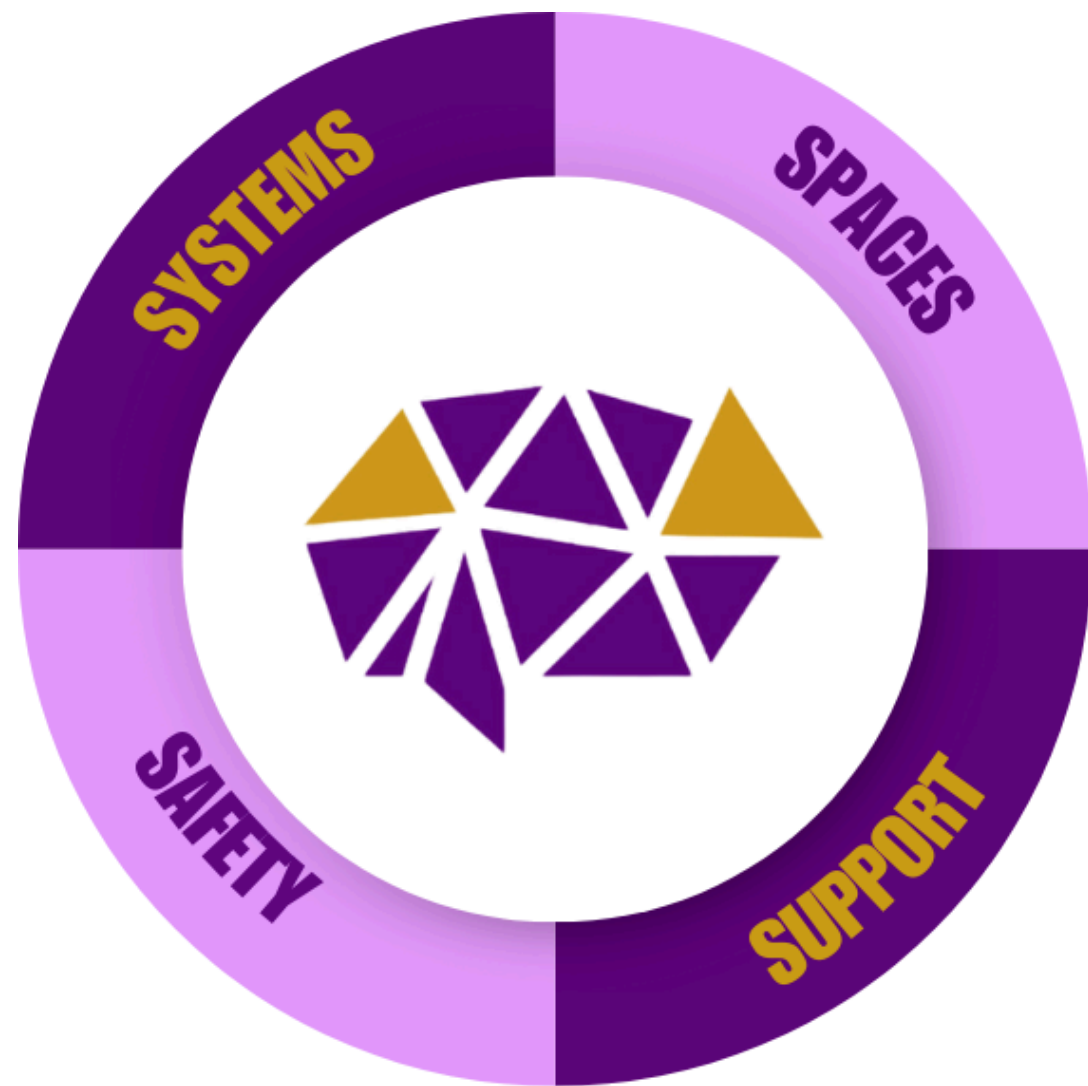


INTRODUCING THE **4S** MANIFESTO



4S MANIFESTO

initially shared by by NDIM co-founder,
Simon Akers, to a room of senior media
industry leaders in April 2023



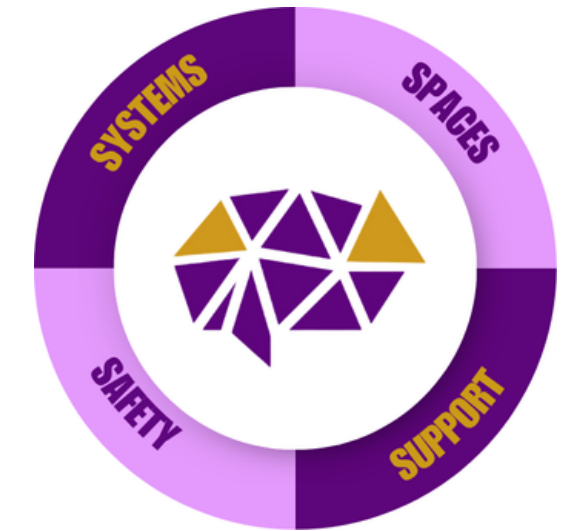
As great as many DE&I initiatives are, they do not always cover neurodivergent needs. Creating inclusive policies isn't a moving target or box ticking initiative - this is an evergreen human way to consider.

Hence, a call to arms - our **Manifesto** to transform the way we engage with our talent. These are the accommodations and support systems that we wish we'd had in the earlier years of our careers, and our aim is to empower neurodivergent individuals to advocate for themselves at work, as well as to encourage and support employers with supporting their teams. **We truly believe that what is good for the hive is good for all the bees, so considering this in unison delivers the best outcome for all!**

We are actively considering the areas that allow neurodivergent talent to be themselves and to truly thrive,

SYSTEMS, SPACES, SAFETY & SUPPORT...

THE 4S' IMPORTANCE



We believe that is good for the hive, is good for all the bees!

SYSTEMS to enable differences in ways of working, with adjustments, for your team to thrive.

SPACES that work for the neurodivergent talent to do their best work, from noise cancelling booths, to collaboration zones and breakout spaces.

SAFETY for all types of people to be themselves at work without bias or reprimand; to be comfortable to unmask and be confident in their day to day.

SUPPORT from tools and processes to human, pastoral care, or simply being there if things get tough.

QUESTIONS FROM THE MANIFESTO TO ASK YOURSELVES

SYSTEMS

- How can we ensure our technology and processes are accessible and inclusive for neurodivergent employees?
- Do we have a centralized space for staff to find information, signposting and resources?
- How can we effectively manage communication and collaboration within our organization to enable different communication styles and information processing?

SPACES

- What is needed to design our physical workspace to accommodate the diverse needs of neurodiverse employees?
- How can we create quiet spaces and collaboration areas to support focus and productivity?
- What physical aides do we need to provide for staff - ie noise cancelling headphones, standing desks, noise cancelling booths, etc

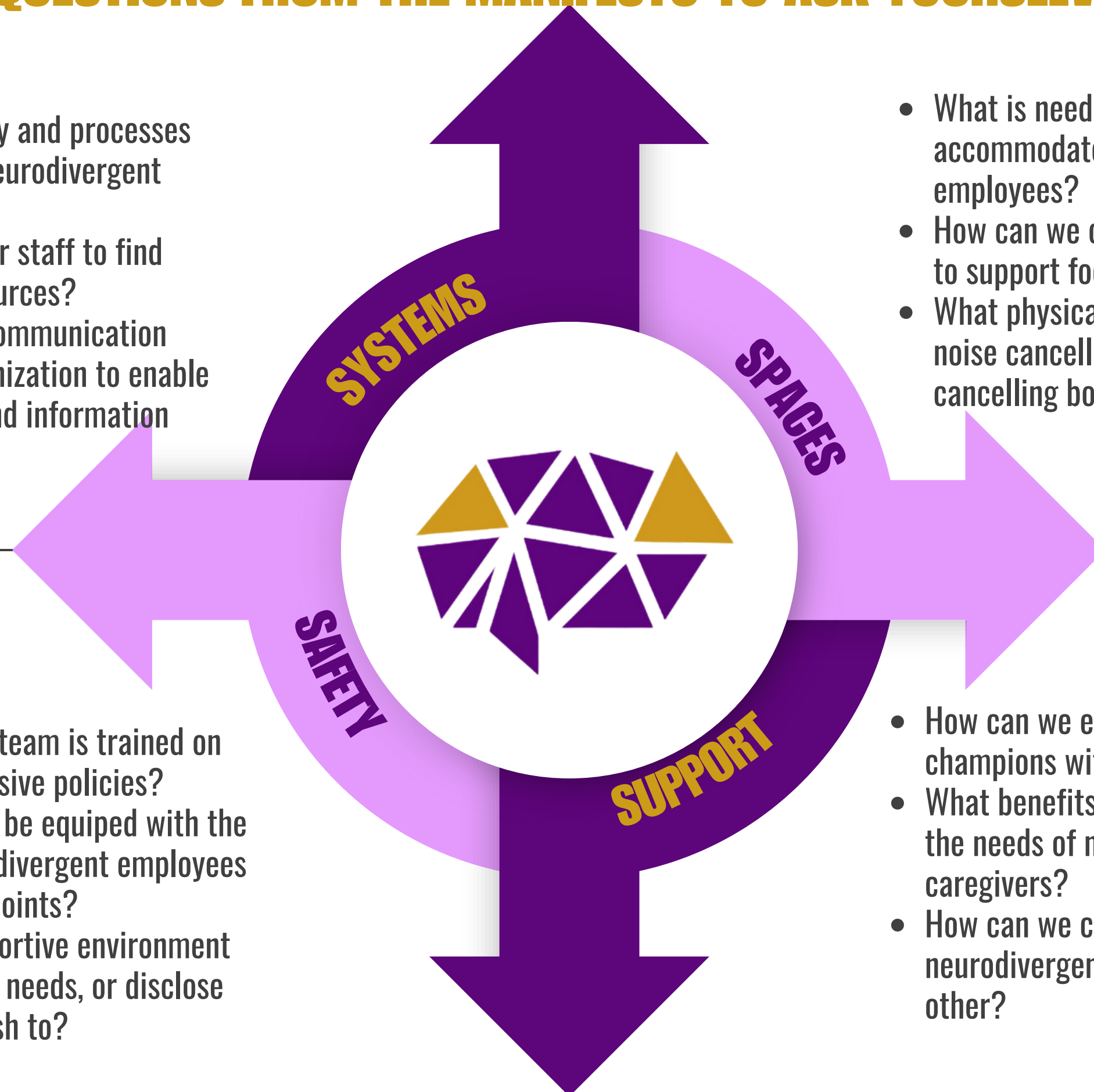
SAFETY

- How can we ensure our HR/People team is trained on neurodiversity and can create inclusive policies?
- What support do managers need to be equipped with the tools and training to support neurodivergent employees and act as confidential escalation points?
- How can we create a safe and supportive environment for employees to advocate for their needs, or disclose their neurodiversity should they wish to?

SUPPORT

- How can we establish dedicated neurodiversity champions within our organization?
- What benefits and policies can we offer that support the needs of neurodivergent employees and their caregivers?
- How can we create support networks and groups for neurodivergent employees to connect with each other?

MORE EXAMPLES & INSPIRATION IN OUR USER GUIDE



THE NDIM LAUNCH SQUAD

NDIM's community represent a mosaic of backgrounds, conditions, brands and individuals in the media industry, who understand the challenges and care about making global change.



Co-Founders

Simon Akers & Jaz Poke

ND Champions

Lucy Barbor, Paul Wright, Pedro Ramos, Nimmi Shah & Chris Kenna



SO - How can you get involved?

Use & Share The 4S Manifesto

Download the 4S Manifesto & User Guide

Access to Signposting Materials

Join Our Community

Follow us on LinkedIn & Substack to stay up to date with the latest content

We will plan to launch networking events and meet ups going into 2025. Please contact us if you'd like to be involved

Pledge Your Support

Join a growing community of agencies, publishers and brands who have pledged to adopt the 4S Manifesto

We are also looking for contributors to our cause who are willing to share their stories and experiences within our community Substack.

“

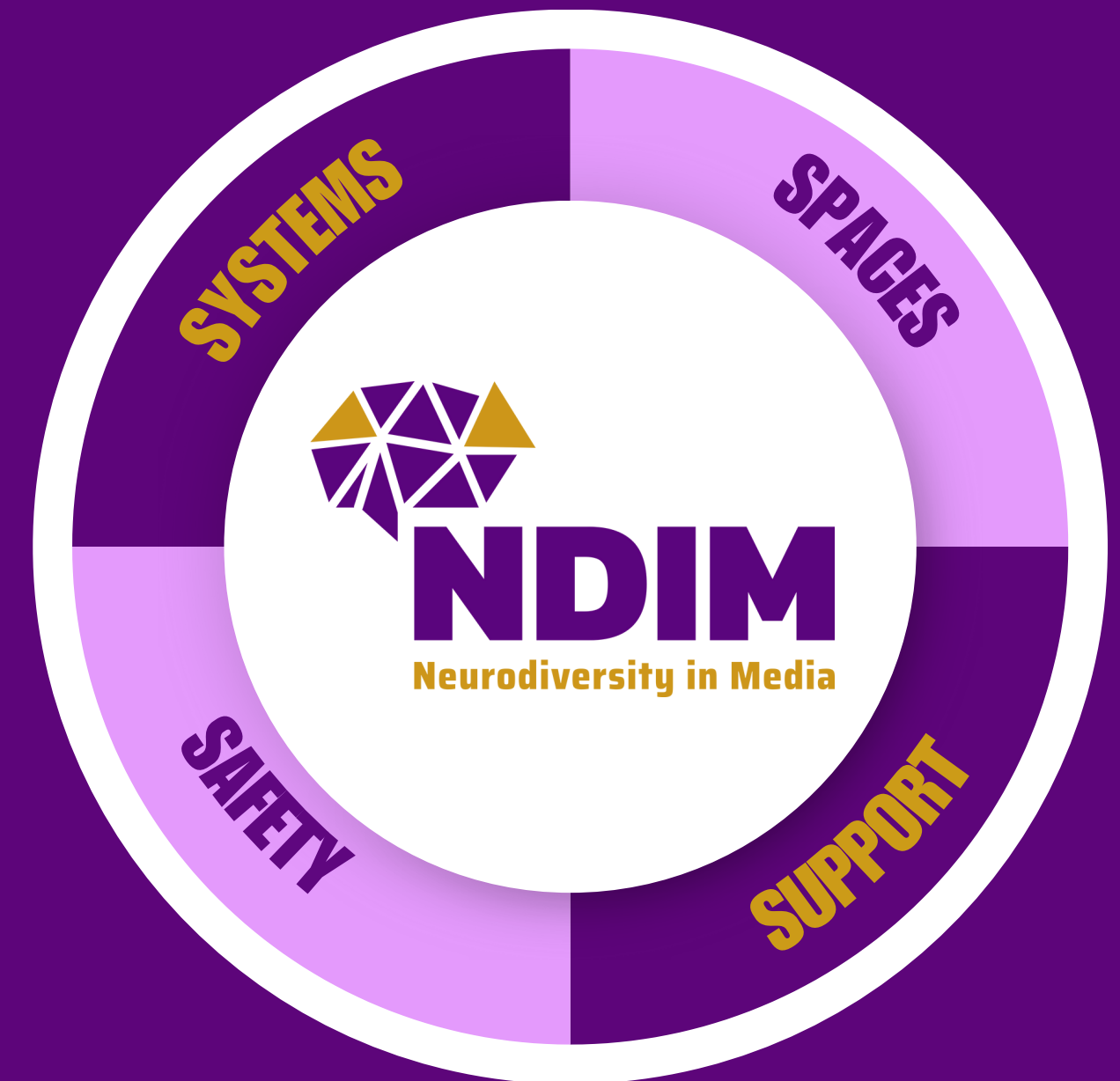
The benefit for brands representing neurodivergent people is clearly to appeal to the widest possible consumer audience — it’s Marketing 101 — but also to attract neurodivergent talent to want to work for them in order to tap into their unquestionable superpowers.

Indeed, while some people with neurodivergence might find archetypal aspects of work challenging, who cares when the prize is to tap into an abundance of creative talent and leaps of thinking?

Remember that innovation comes from the edges.

Mark Evans - Board Member of The Marketing Society

”



**Start the conversation, consider
your neurodivergent talent and
embrace the 4S' today**

**What is good for the hive, is good
for all the bees!**





SUBSCRIBE



[NDIM.substack.com](https://ndim.substack.com)

FOLLOW



[ndim-neurodiversity-in-media](https://www.linkedin.com/company/ndim-neurodiversity-in-media)

Neurodiversity in Media. October 2024