

Beyond The Label: Rethinking How We See and Support Neurodivergence

Nancy Doyle PhD C. Psychol.
Founder, Genius Within CIC
Visiting Professor of Occupational Psychology, Birkbeck, Uni of London



A little background on us at Genius Within C.I.C

Leading neurodiversity specialist since 2011

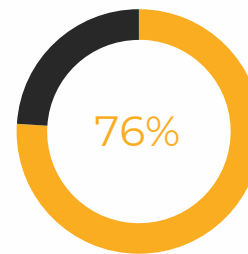
Workplace support through assessments, coaching, Genius Finder Pro, eLearning, training and consulting

Experts in the field

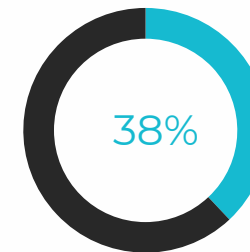
Qualified Occupational/Business Psychologists and Coaches, focused on evidence.

Majority Neurodivergent and/or Disabled

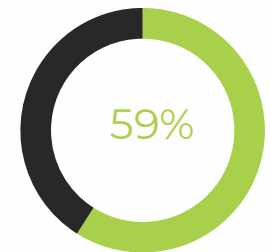
Lived experience of all different neurotypes



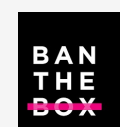
Identify as **neurodivergent**



Identify as **disabled**

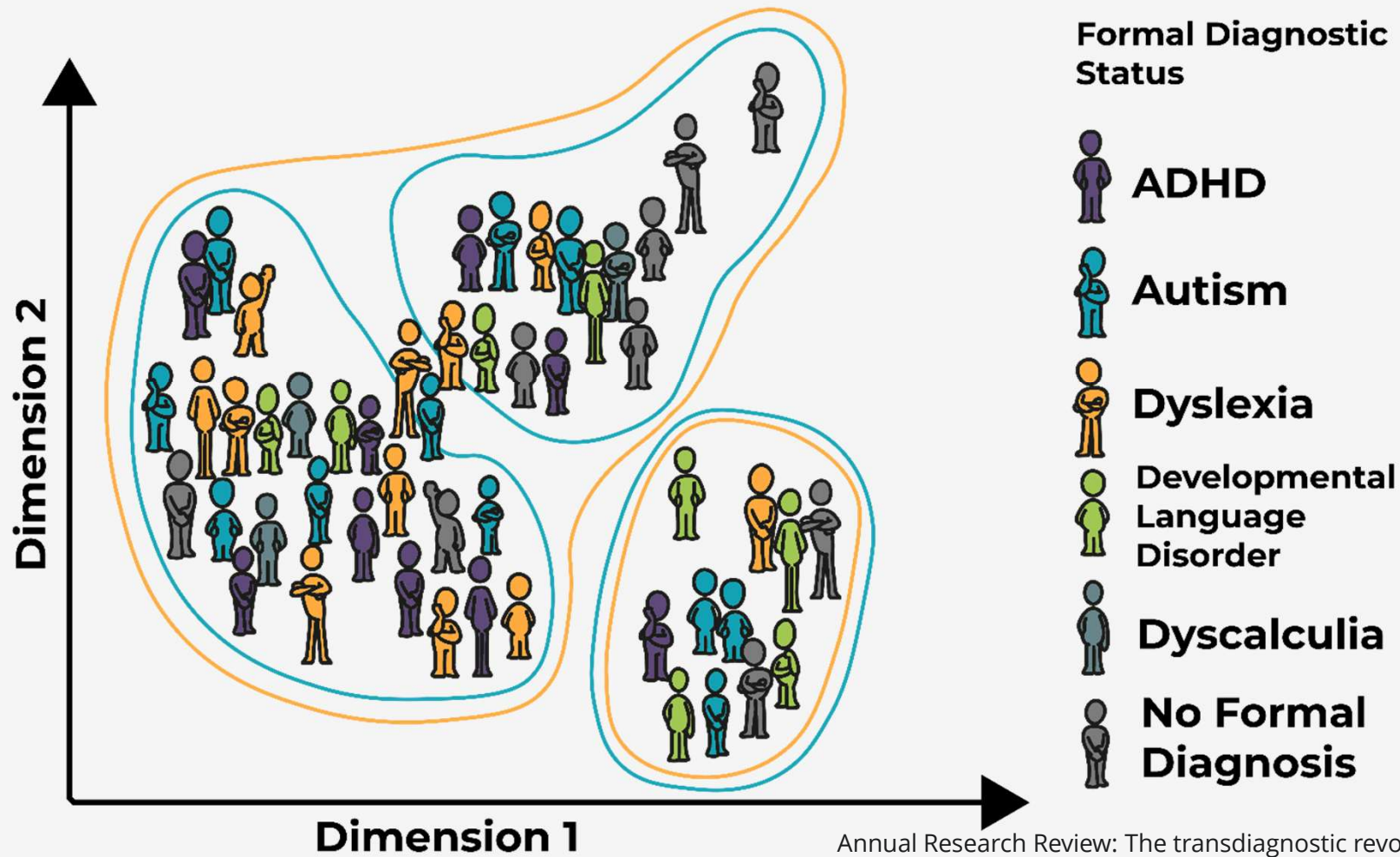


Experience a **mental health condition**



Introduction to transdiagnostic mapping

We cannot automate diagnosis yet...



Annual Research Review: The transdiagnostic revolution in neurodevelopmental disorders
Astle, D., Holmes, J., Kievit, R., Gathercole, S.E. (2021): <https://doi.org/10.1111/jcpp.13481>

Large scale impact of moving from labels to traits

Moving beyond diagnostic labels



Creativity



Emotional
Regulation



Literacy
Skills



Manual
Dexterity



Memory



Motion and
Balance



Numeracy



Reading
Concentration



Self-
organising



Sensory
Regulation



Social
Communication



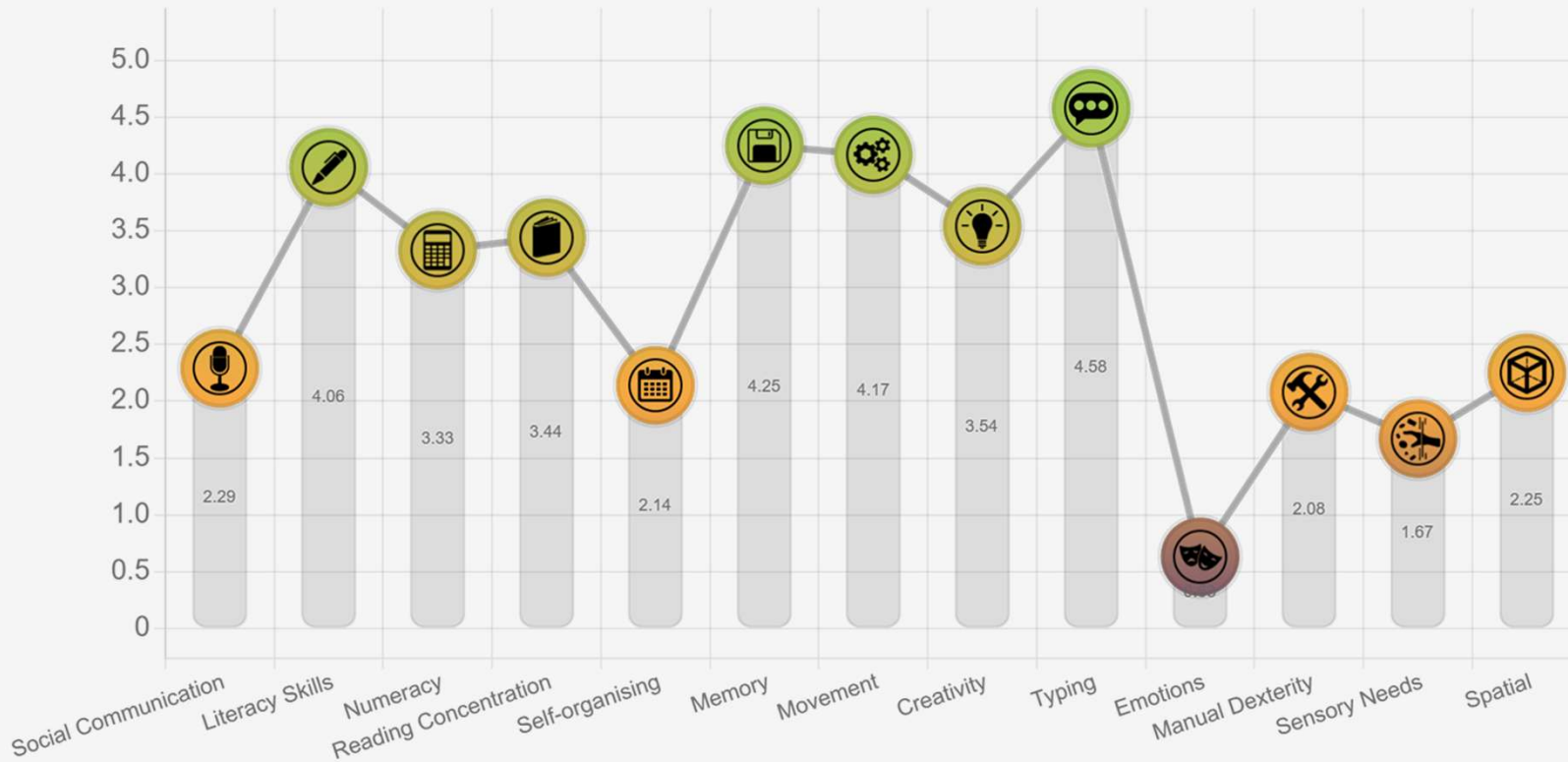
Spatial
Thinking



Typing



The Genius Finder Pro (GFP) offers a fast, powerful and cost-effective route to identifying adjustments

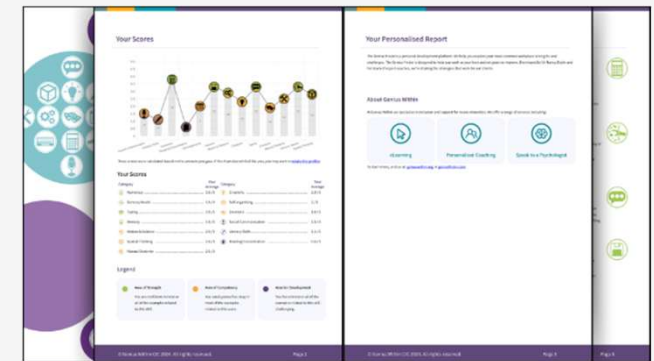
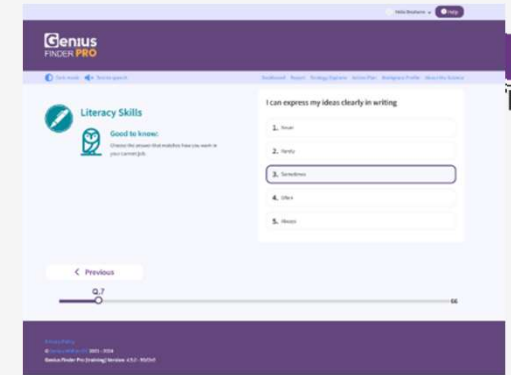
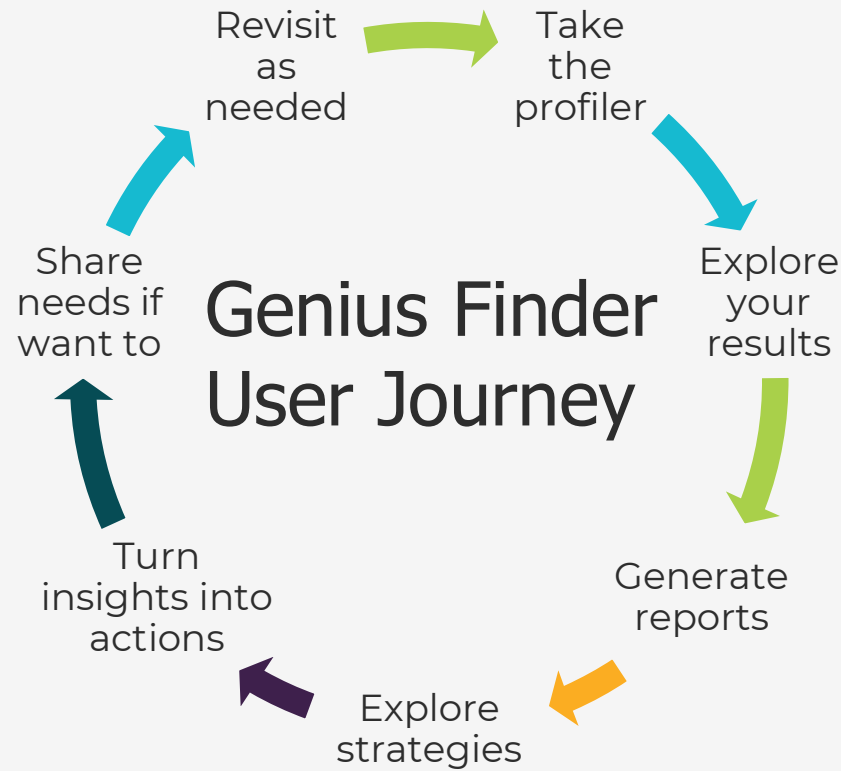
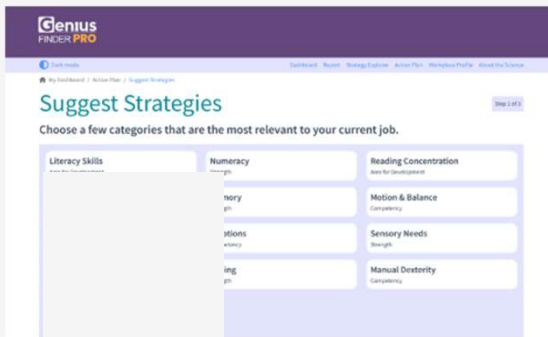
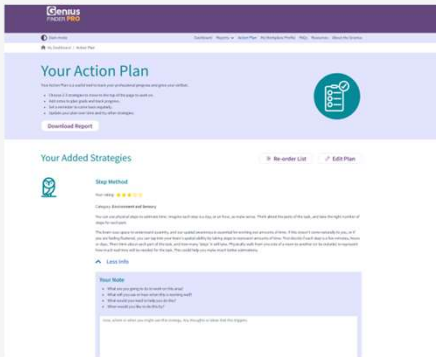
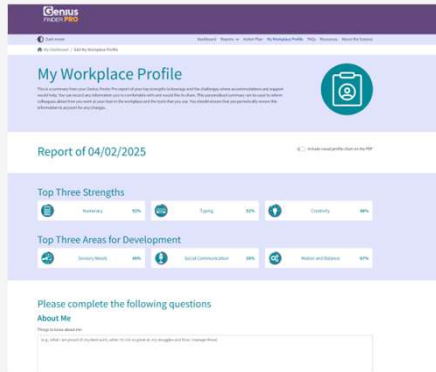


66 questions

Will reveal what you feel most confident doing

10 minutes

To be signposted to the best adjustments for you



Method

2,544
participants

Confidence in
13 functional
skills

Score pattern
by diagnostic
label

ADHD
(N=951)

Autism
(N=552)

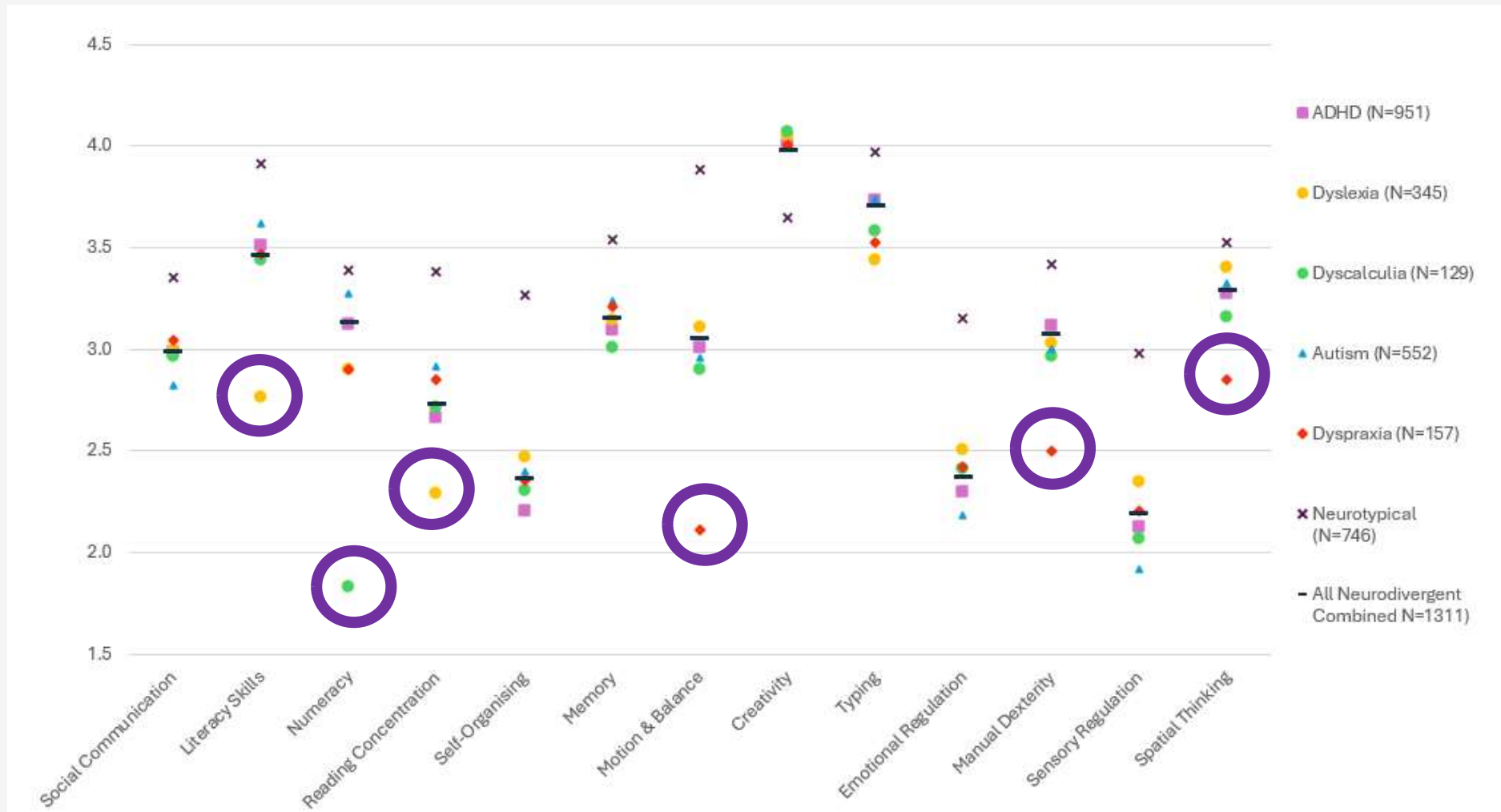
Dyslexia
(N=345)

Dyscalculia
(N=129)

Dyspraxia
(N=157)

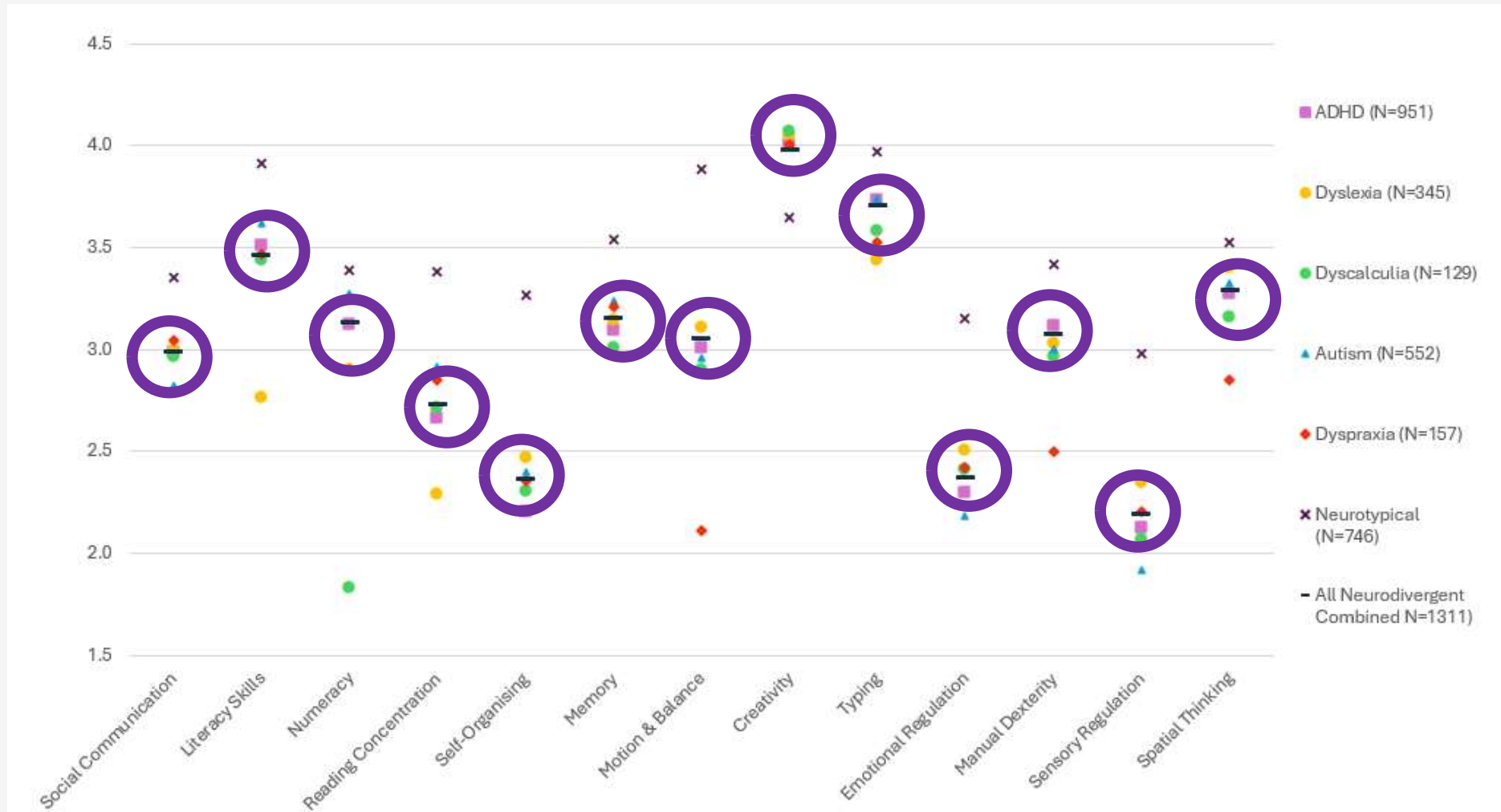
Results – average scores between labels

We see expected patterns for specific neurotypes



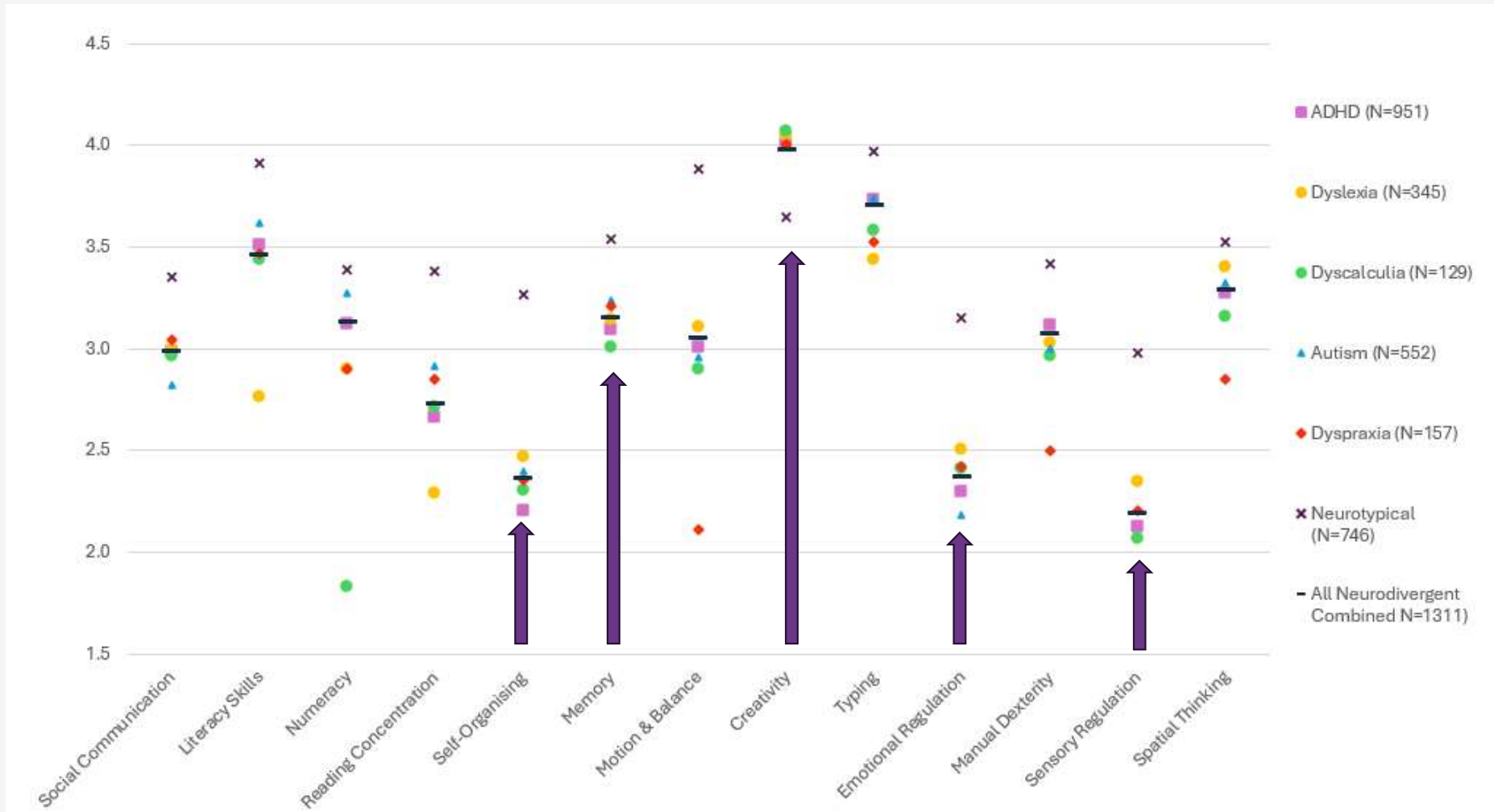
Results – average scores for neurodivergent combined

Grouping neurodivergent together hides differences



Results – average scores across labels

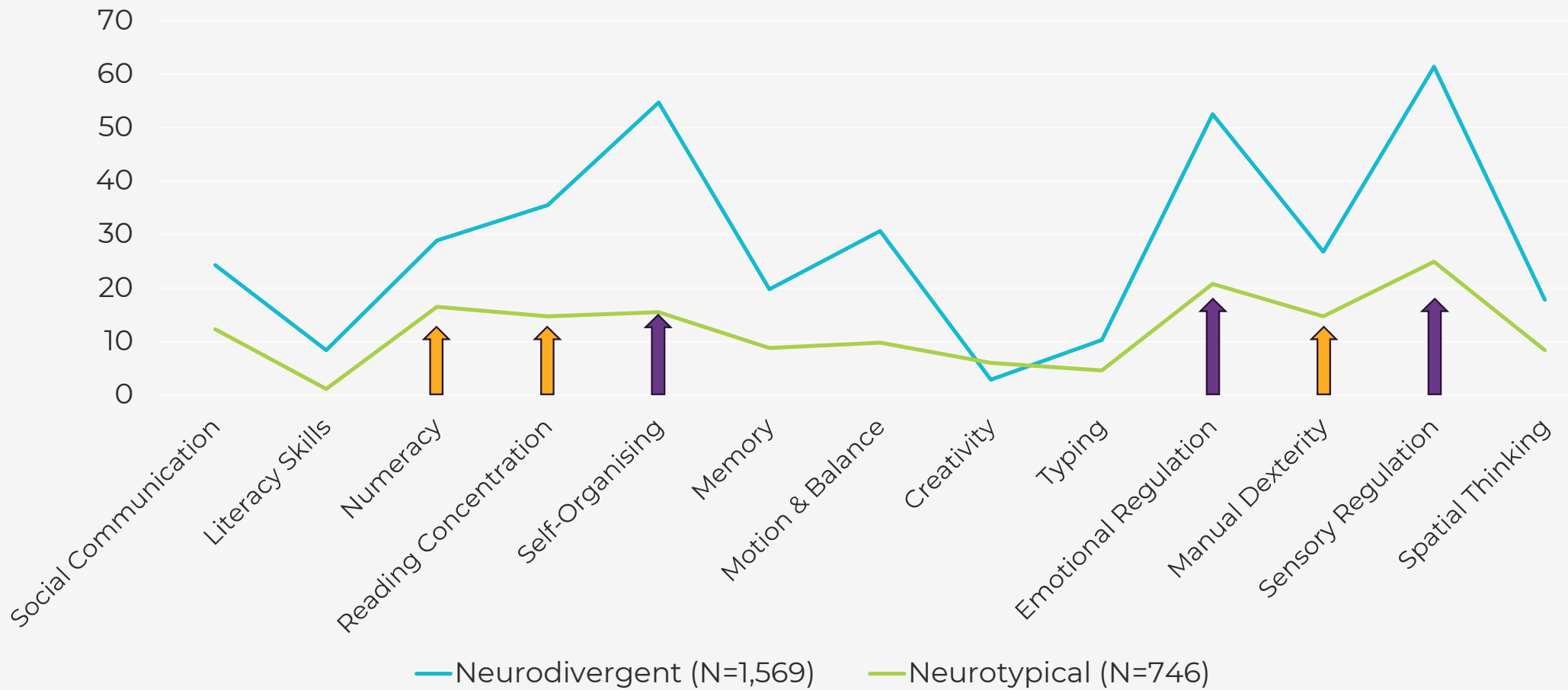
Some differences were more general to neurodivergent



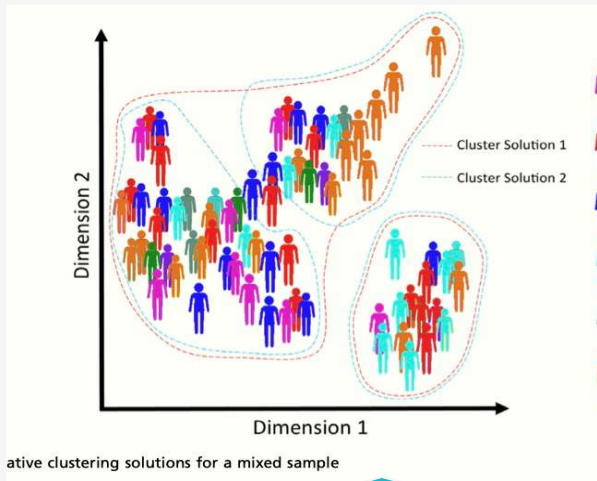
Results – neurotypical vs neurodivergent

Neurotypical individuals struggle with some of the same themes

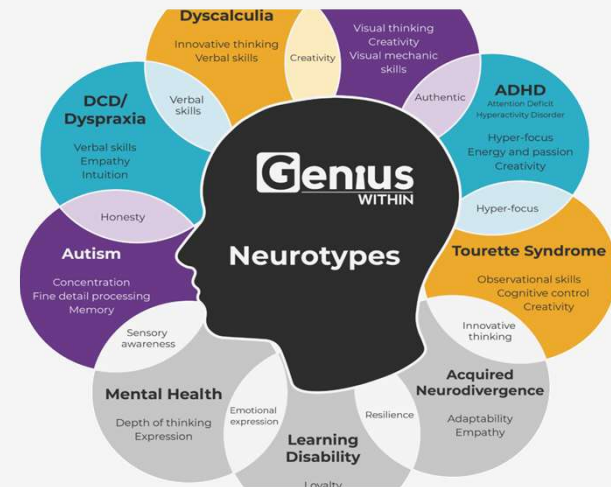
% of Participants scoring “Area for Development”



Takeaways



Look beyond labels



Focus on abilities and traits



Universal design

Implications for neuroinclusive design

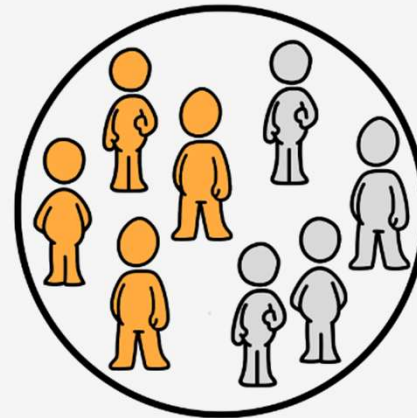
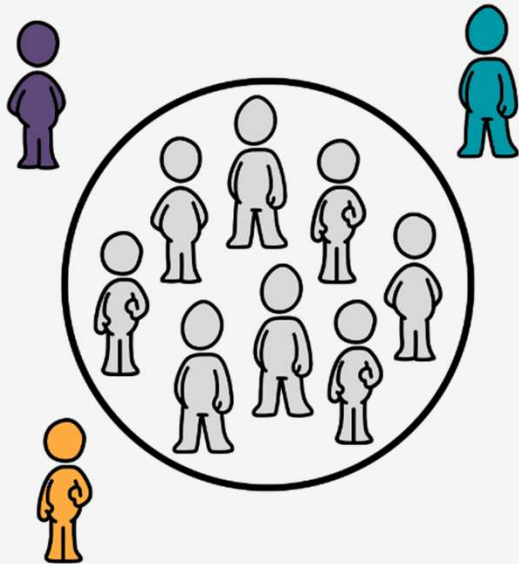
Rethinking how we support neurodivergence

L1: Exclusion:

L2: Corrective:
Individual reaction

L3: Engagement:
Pilots, ERGs, training

L4: Preventative
Data-led inclusion



Removing barriers that create disadvantage (e.g. in recruitment processes) and creating a neuroinclusive culture


L2: Adjustments – what works?



Schedule Flexibility




Literacy Coaching




Assistive Technology




Workstation Adaptation



Executive Functions Coaching
Memory, concentration, time management, etc.



Formal training
In house or commissioned



Supervisor Input
E.g., regular specific feedback, co-coaching

L3: Creating a neuroinclusive culture in your teams

1

Talk about the **value of neurodiversity**.

2

Listen to neurodivergent colleagues to understand their experiences.

3

Challenge **misconceptions or bias**.

4

Normalise discussions about **ways of working, communication and learning preferences**.

5

Provide **positive feedback** so people feel valued.

6

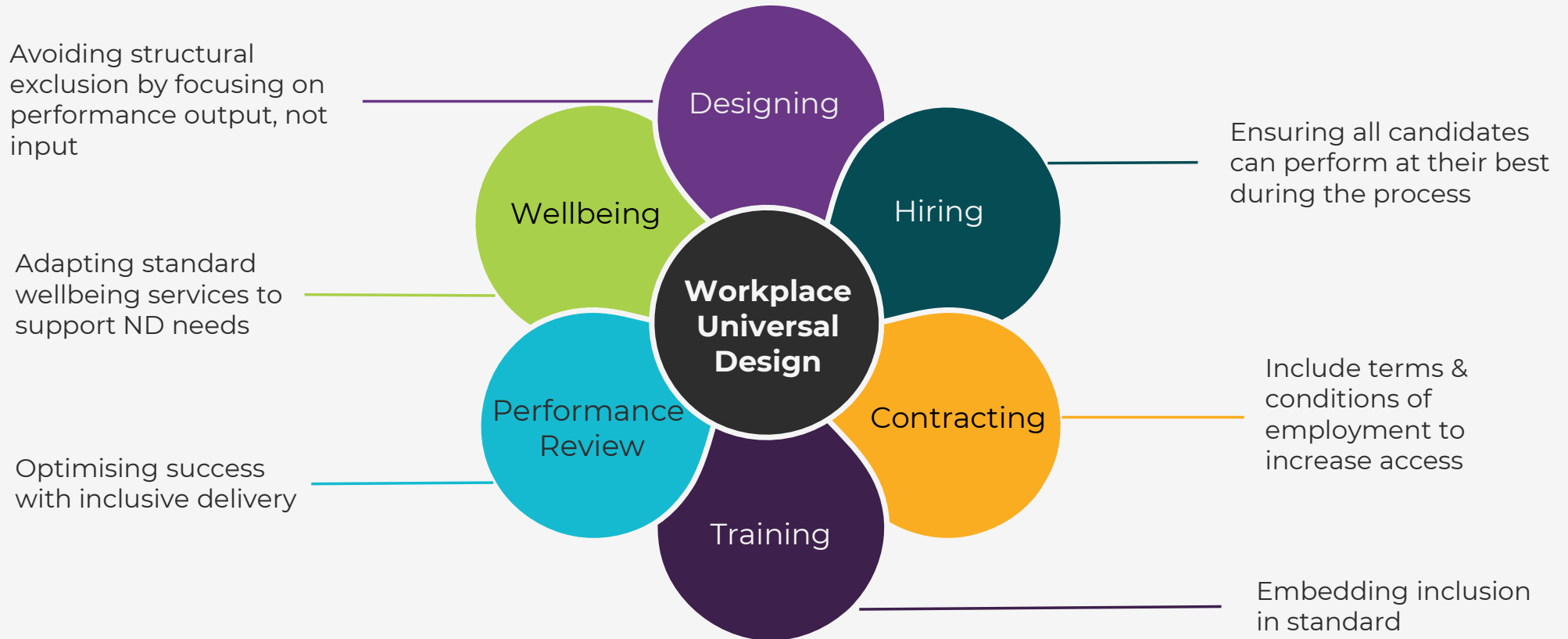
Think about how you could make **activities more inclusive** and accessible.

7

Promote support and share examples.



L4: Workplace universal design



Case studies

Genius Finder Pro[®]: six primary use cases

Triage Model

Manager Performance
Tool

Workforce Planning

Workplace Needs
Evaluation

Coaching Companion

Self-coaching

Triage model

NHS Health Education England

Use case description	Triage model determines what a trainee GP needs e.g., additional training support, specialist coaching, or a diagnostic assessment to facilitate exam adjustments.
Genius Finder platform usage	NHSE administrators issue a private URL to their trainees when they have identified there are challenges presented in studies.
Customer since	2019
First 'onboarding' team / dept.	Trainee GPs and Dentists
Expanded to	NHS Trust Employees
Why successful / business impact	The model has helped the NHSE Training Schools to save public funds, where previously 100% of trainees would undergo a full diagnostic assessment at stage 1. The triage model has reduced this to 56% of all trainees, an average saving of £211k per annum.

“The Genius Finder Platform is user friendly, and the report provided is very useful for our trainees as a first step into understanding their neurodiverse strengths, and useful strategies and adjustments, prior to any assessment.”

NHS Health Education England

On-demand, Individual

Banking Customer

Use case description	Workplace Adjustments in the hands of the user
Genius Finder platform usage	Customised branding and messaging. Genius Finder is directly linked to their Workplace Adjustments process. They have upgraded as new Genius Finder releases are made available.
How users access	On-demand with link provided on the employee welfare intranet
Customer since	June 2022
First 'onboarding' team / dept.	Open to all the Banking Customer employees
Expanded to	All Banking Customer partners.
Why successful / business impact	Success / impact for the Banking Customer includes: <ul style="list-style-type: none">- Improving staff retention and professional development / career progression e.g. matching the employees via their profiles from Genius Finder to the best suited teams and departments (using the team / department profile)- Enhanced self-advocacy by not linking access to a particular manager or provision in the company

L&D driven Cohorts

AstraZeneca

Use case description	Part of Empowerment Program from L&D dept – to identify strengths and challenges for female leaders to work on with their supervisors.
Genius Finder platform usage	Link is shared via the Th!nk Neurodiversity Network.
Customer since	July 2022
First ‘onboarding’ team / dept.	Learning & Development department for ‘Female Leaders’ of the AZ business.
Expanded to	From Female Leaders now expanded to company-wide Mentor Program. Same ethos as a coaching companion. Mentor and Mentee working together.
Why successful / business impact	GFP use extended into second program and attracting additional coaching support for the original cohort. Current program under a wider review for use within AZ global HR.

“ You’ve been incredible to work with! ”

Sara Light, Neurodiversity Lead, AstraZeneca Pharmaceuticals

Manager Performance Tool

E.ON



Use case description	Part of wider programme to increase manager confidence and capability and create a neuroinclusive culture at E.ON
Genius Finder platform usage	Used alongside other neuroinclusion interventions, including all colleague elearning and manager workshops.
Customer since	2024
First 'onboarding' team / dept.	Industrial and Commercial Department – initial pilot
Expanded to	Now being rolled out more widely across the business.
Why successful / business impact	<ul style="list-style-type: none">• Part of wider culture change programme;• Integrated with existing performance and talent policies;• Co-design• Effective communications and leadership.• Evidence-informed and data generating.

Evaluation of pilot demonstrates:

- Increase in **Manager Confidence** in supporting neurodivergence.
- Increase in **psychological safety** and decrease in **worry about discrimination and stigma** amongst **ND/disabled colleagues**.

Further information

Genius
SERVICES



Services: Coaching,
Assessments,
Employability,
Training and more...

Genius
CONSULTING



Neuroinclusion
consulting & advisory
services for private
and public sectors

Genius
FINDER™



Digital platform:
unlock strengths for
individuals, managers
& organisations

Genius
eLEARNING



ND Awareness
and ND Training for
People Managers

HOW TO START,
SURVIVE AND THRIVE
IN LEADERSHIP



Learning from
Neurodivergent
Leaders – new book
by Dr. Nancy Doyle

— “ —————

Inclusion is a moral, social & economic imperative.

We all lose when **diverse human potential** is squandered.

————— ” —



@geniuswithinuk



@GeniusWithinCIC



@GeniusWithinCIC



@GeniusWithinCIC



Contact Us



Email us at
info@geniuswithin.org



Call us on
+44 (0)1273 890 502



Find us at
www.geniuswithin.org



The Lewes Stand, Plumpton Racecourse, Plumpton Green, East Sussex, BN7 3AL
Genius Within is registered in England under company no: 07602446

