WHY YOUR TEAM NEEDS NEURODIVERSITY
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Digital Project Manager

Background:
• 3 years in-house
• 2 years travelling
• 2 years agency (producer and project manager)
WHAT IS NEURODIVERSITY?
HISTORY

1990s

Judy Singer

Term created
The concept that there is natural variation in the human brain that leads to differences in how we think and behave.
DIFFERENT BRAINS THINK DIFFERENTLY
REALITY CHECK: NEURODIVERSITY EXISTS

Ethnicity

Gender

Sexual orientation

Biodiversity
ATTENTION DEFICIT HYPERACTIVITY DISORDER
Distractibility
Hyperactivity
Impulsivity
ADHD + PM = [ERROR!]
STRONG HABITS AND SYSTEMS
Age 15

MY JOURNEY
IMPULSIVITY = CONSTANT
NEW HOBBIES
I have just met you, and I love you.

Squirrel!
TURNING CHAOS INTO ORDER
NOT ALL NEURODIVERGENT CHALLENGES ARE THE SAME
WHY SHOULD YOU PROMOTE AND SUPPORT
1. Lack of awareness and understanding in general organisations

10%-30% of the population neurodivergent

16% autistic adults in employment
2. Likely to work in your sector

Web Dev
Design & Content
Data
Marketing Comms
Engineering
3. Missing out on talent and different perspectives

Dyslexia

Richard Branson

Brilliant problem solvers
SIMON SINEK
• Inspirational author and speaker
• ADHD

BILLIE EILISH
• Successful musician
• Tourette’s syndrome
The world is waking up, and change is coming whether you like it or not.
BIG BRANDS ARE ALREADY CHANGING
WHAT IS IT ABOUT YOU

THAT DOESN'T FIT THE ‘NORM’?
SINGLE GREATEST ADVANTAGE

You are original.
You are one of a kind.
1. REFLECT OFTEN AND UNDERSTAND YOURSELF
1. Reflect often and understand yourself

2. Build systems and habits around your challenges
3. FIND AN ENVIRONMENT WHERE YOU CAN GROW
Thank you!

Interested in learning more about:

• ADHD
• Digital Productivity
• Digital Project Management

Connect with me!

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