**PRESS RELEASE**

**Neurodiversity in Business (NiB)**

*New initiative to help ensure greater workplace inclusion of the neurodivergent community*

Neurodiversity in Business (NiB) is an industry forum to support the participation of neurodivergent individuals in the workplace recently launched at the Houses of Parliament.

The organisation, led by Dan Harris (Chief Executive Officer) draws upon the cumulative knowledge of neurodivergent experts and leading companies to share best practice and improve the employment and experience of the neurodiverse workforce.

Speaking upon admission to NiB, Company A CEO said:

*“QUOTE”*

As Company A joined NiB, Dan J Harris, CEO said:

*“We are delighted that Company A has become a founding member of NiB. It signals their commitment to ensuring a truly inclusive workplace and a desire to strive for the best in diversity and inclusion standards.*

*We look forward to working with Company A and all our members in delivering meaningful change for the neurodivergent across business.”*

A selection of the forum’s founding members include: **Accenture;** **ARM, AstraZeneca; Capita; Hiscox; IBM, Kimberly Clark; KPMG, Lloyds Banking Group; Metro Bank; NatWest; Network Rail; Openreach; Oracle; Orange; Rolls Royce plc; Sky; TalkTalk; The Open University; Unilever; Virgin Media/O2** and many more.

NiB also has an array of close partnerships with leading organisations in the ND ecosystem including: **Auticon; Ambitious about Autism; the ADHD Foundation; the British Dyslexia Association; Caudwell Children’s Charity; Diversity and Ability (D&A); DO-IT Profiler; Genius Within, Lexxic; National Autistic Society** and many more.

For further information as to how to join NiB, please go to www.neurodiversityinbusiness.org

-ENDS-

**NiB’s Request to our Membership**

1. **ENGAGE WITH US ON SOCIAL MEDIA**
* Our recent events have generated a lot of interest, with news coverage in the media and a spike in followers on social media.
* Each share and comment helps build awareness and engagement with neurodiversity in business, so please do follow us and let your network know about the opportunity to join and get involved. Thank you!
* You can now follow us on: [LinkedIn](https://www.linkedin.com/company/neurodiversity-in-business/),[Twitter](https://twitter.com/NDinBusiness),[YouTube](https://www.youtube.com/channel/UCk0YOpwyHt8IoJMNmOUHy1g?app=desktop), and[Instagram](https://www.instagram.com/ndinbusiness/)
* Please make sure that you **tag us** with our various social media handles and use our **hashtag**: #NeurodiversityInBusiness.
1. **SPREAD THE WORD ABOUT YOUR COMMITMENT TO NEURODIVERSITY**
* Let everyone know about your membership through your internal and external communication channels. Above is a **Press Release Template Pack** for you to use but if you would like something more bespoke, please contact membership@neurodiversityinbusiness.org
* To make this easy for you we have provided all the content you will need, including:
	+ Introduction to NiB presentation
	+ Our background communication narrative (below)
	+ PR Template (for members) which can be adapted for internal or external use
	+ Choice of two member logos
	+ NiB Logo
1. **RECORD A VIDEO**
* Please record a short **video message** (2-3 minutes) celebrating Neurodiversity in Business and email us a copy or a link to your post at membership@neurodiversityinbusiness.org. You might want to cover:
	+ Why ND is important for big businesses to focus in on
	+ Why it’s great that so many big businesses are coming together on ND
	+ Why you are excited to join NIB
* Again, to make this easy for you we have provided the animation video that can be added to your own video. [**Click here to download the video**](https://neurodiversityinbusiness.org/wp-content/uploads/2022/03/NiB-Logo-video-animation.mp4)
1. **PROVIDE US SOME TEXT**
* If you prefer to just provide some textual content please follow guidance above and email this over to us at membership@neurodiversityinbusiness.org. We have provided the NiB logo and two options for you as a Member of NiB.
* Alternatively, feel free to drive yourself through pro-actively posting on your support of NiB, and tag us in!

Thank you for your encouragement, interest and support in NiB. We are grateful.

Warm regards

The NiB Membership Team
membership@neurodiversityin.business

**Neurodiversity in Business: Communications Narrative**

The UK’s economic and business success has rested upon the talents of its labour market. As society’s attitudes have evolved, so too has the extent of those available for work. The fact that Britain’s businesses are successful is a cause for celebration. But despite this, due to a lack of understanding and support, there are still a significant number of people who are unable to access the workplace – chief among them, the neurodivergent.

Neurodiversity describes many commonplace conditions which alter the way people perceive and interpret information, and the world around them. Conditions include (amongst others) autism, dyslexia, dyscalculia and ADHD. Across the UK, various reports show that between 15-20% of people are neurodivergent. In real terms, that is between 10 and 13.5 million people. Yet, just 15% of this group are in any employment whatsoever.

**Neurodiversity in Business (NiB)** is an industry forum that seeks to improve upon loss of human capital. For the first time, UK Plc is coming together to help lead changes in this area. Led by neurodivergent experts and those with direct experience of neurodiversity from across the business community, NiB works with businesses by sharing best practice. Importantly, those who are neurodivergent are key to this organisation to ensure that NiB keeps true to the aims of the neurodivergent community.

NiB’s mission is to help develop more **neuroinclusive workplaces**. Whether it is ensuring a better hiring process that does not exclude neurodivergent candidates, to helping identify easy modifications to the workplace environment that can support sustainable employment opportunities.

By ensuring a more neurodiverse workforce, businesses are not simply fulfilling some corporate social responsibility programme; they materially and commercially benefit. Those from a neurodivergent background can contribute in meaningful ways to business growth through their single-mindedness, attention to detail, innovative thinking patterns, diligence and creativity. They do however require better support than is currently available – and that is where NiB can help.

We know that businesses are under pressure as never before to do more for the world they operate in. But we also know that by bringing businesses together, this can be addressed effectively and ensure that everyone benefits: businesses; neurodivergent individuals and society at large.

Come and see for yourself.

Neurodiversity in Business – helping business; supporting the neurodivergent; helping society.

**For media enquires, please contact:** **info@neurodiversityinbusiness.org**