**Social Media Post**

[Partner] is proud to have joined @Neurodiversity in Business (NiB), the voluntary industry forum supporting the participation of neurodivergent individuals in the workplace.

We want to be a part of NiB’s journey to unlock the potential of neurodiversity in business for the benefit of all neurodivergent individuals. [Insert any information about your services, products or any other achievements.]

We look forward to being a part of NiB’s ecosystem, contributing to the cumulative knowledge of neurodivergent experts and leading companies to share best practices and improve neurodiverse recruitment, retention, and empowerment throughout industry.

Read more: [Optional: Include link to your full press release].

#NeurodiversityInBusiness #NiB

**Press Release**

**[Partner Name] Joins Neurodiversity in Business to Support Neurodivergent Individuals in the Workforce**

*Initiative to help ensure greater workplace inclusion of the neurodivergent community*

[Partner Name] is proud to have become a Community Partner of Neurodiversity in Business (NiB), the voluntary industry forum supporting the participation of neurodivergent individuals in the workforce. We want to be a part of NiB’s journey to unlock the potential of neurodiversity in business for the benefit of all neurodivergent individuals. [Insert any information about your services, products, or any other achievements.]

NiB, led by Chief Executive Officer Dan Harris, draws on the cumulative knowledge of neurodivergent experts and leading companies to share best practices and improve the employment and experience of the neurodiverse workforce.

Speaking upon admission to NiB, [Partner] CEO said:

*"Neurodiversity in Business shares our commitment to improving participation of neurodivergent people in the workforce. We are committed to making [Partner Name] a place where neurodivergent employees can thrive. We look forward to working together with NiB and to improve neurodiverse recruitment, retention and empowerment throughout industry.”*

As [Partner] joined NiB, Dan Harris, CEO said:

*“We are delighted that [Partner] has become a 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 [Partner] and all our members in delivering meaningful change for neurodivergent individuals across business.”*

**About [Partner Name]**

Insert your standard company description.

**About Neurodiversity in Business**

Neurodiversity in Business (NiB) is a voluntary industry forum that shares good practice on neurodiverse recruitment, retention and empowerment. We foster workplaces where neurodivergent (ND) employees can pursue fulfilling, stable employment and corporates benefit from a skilled and underutilised labour pool.

NiB’s 500+ member organisations include the most high-profile global corporates. A selection of the forum’s members includes **Accenture, Amazon, ARM, AstraZeneca, Capita, Google, Hiscox, IBM, Kimberly Clark, KPMG, Lloyds Banking Group, McDonalds, Metro Bank, NatWest, Network Rail, Openreach, Oracle, Orange, Rolls Royce plc, Sky, TalkTalk, The Open University, Unilever and Virgin Media/O2**. Our extensive partner network includes **ADHD Foundation, Ambitious about Autism, Auticon, British Dyslexia Association, Do-IT Profiler, Genius Within, Lexxic and National Autistic Society**.

Together, we are catalysing change and building neuroinclusive workplaces.

Learn more at [www.neurodiversityinbusiness.org](https://neurodiversityinbusiness.org/).

-ENDS-

**NiB’s Request to our Partners**

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, Twitter, Facebook, Instagram, YouTube and TikTok.
* 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 partnership 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 partnership@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 partners) which can be adapted for internal or external use
	+ NiB Logo
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 partnership@neurodiversityinbusiness.org. We have provided the NiB logo to badge your organisation as Partner 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 Partnership Team
partnership@neurodiversityinbusiness.org

**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, businesses are 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:** **ceo@neurodiversityinbusiness.org****.**