

JOIN THE DOTS

Empowering Dyslexic Thinking in every workplace

Contents

Value of Dyslexic Thinking

In 2018 and 2019, Made By Dyslexia and EY produced the “Value of Dyslexia¹” reports mapping Dyslexic Thinking with the World Economic Forum’s Skills for the Future. These ground-breaking reports highlighted a crucial fact: in a fast-paced and changing workplace, where machines are poised to take over many tasks, **dyslexics have exactly the skills needed for the workplace of tomorrow.**

Now the pandemic has turbo-charged this digitisation and by 2025 humans and machines will split work 50-50. The 50% of ‘human’ skills needed map directly with Dyslexic Thinking meaning, **dyslexics have exactly the skills needed for the workforce of today.**

Now, the world’s largest careers platform, LinkedIn have recognised Dyslexic Thinking as a vital skill. Plus, it has been added to the dictionary thanks to our successful campaign.

The world is starting to recognise the value of dyslexia and employers must, too - or risk being left behind.

It’s time to Join the Dots – today.



Kate Griggs
CEO & Founder of Made By Dyslexia



¹ Value of Dyslexia reports 1 & 2, produced with EY, 2018 and 2019.

Who this guide is for

Made By Dyslexia is a global charity, led by successful dyslexics. Our purpose is to redefine dyslexia and help the world to understand, value and support it.

This guide is for **every** organisation, across the globe. It will help senior

leadership teams, HR functions, and managers at every level to understand and empower dyslexic thinking in their workplace. It will help dyslexic employees, and their colleagues, to understand and value dyslexic strengths – and the vital contribution they make.

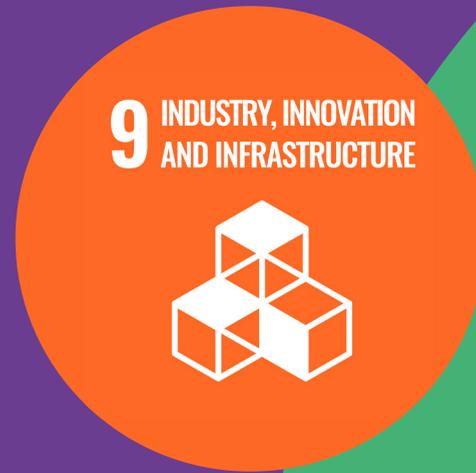


Our mission and the UN SDGs

Our mission is to train every teacher and help every workplace to spot, support and empower every dyslexic mind. This mission is aligned with the UN Sustainable Development Goals (SDGs), and we aim to achieve this by 2030.

Made By Dyslexia will work with the UN to make sure dyslexia is recognised and supported across these 3 relevant SDGs:

- SDG 4 Quality Education - Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.
- SDG 9 Industry Innovation and Infrastructure - Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation.
- SDG 10 Reduced Inequalities - Reduce inequality within and among countries.



What is Dyslexia?

21st century definition of dyslexia:

Dyslexia influences as many as **1 in 5 people** and is a genetic difference in an individual's ability to learn and process information. As a result, dyslexic individuals have differing abilities, with strengths in creative, problem-solving and communication skills and challenges with spelling, reading and memorising facts.

Generally, a dyslexic cognitive profile will be uneven when compared to a neurotypical cognitive profile. This means that dyslexic individuals really do think differently. Traditional benchmarking disadvantages dyslexics, measuring them against the very things they find challenging.



Dyslexic Thinking skills



CLICK EACH ICON
TO REVEAL MORE

It's time to redefine dyslexia

The world of work is changing – and changing fast.

Dyslexics have the exact skills needed for this changing world of work, but organisations continue to be more

focused on what dyslexics **CAN'T** do, than what they **CAN** do.

And outdated recruitment processes, which rely on standardised tests, filter out the very minds the future needs.

Dyslexic Thinking and its vital role in the future

Our “Value of Dyslexia” reports, produced with EY, found that in a changing workplace, where machines are poised to take over many tasks, dyslexics have exactly the skills needed for the jobs of tomorrow.

What’s more, the skills that are more challenging for dyslexics are in decline as they are being replaced by AI and technology – as shown in this diagram, adapted from the EY report.

Trending and declining competency demand and typical dyslexic capability association, all industries, 2022



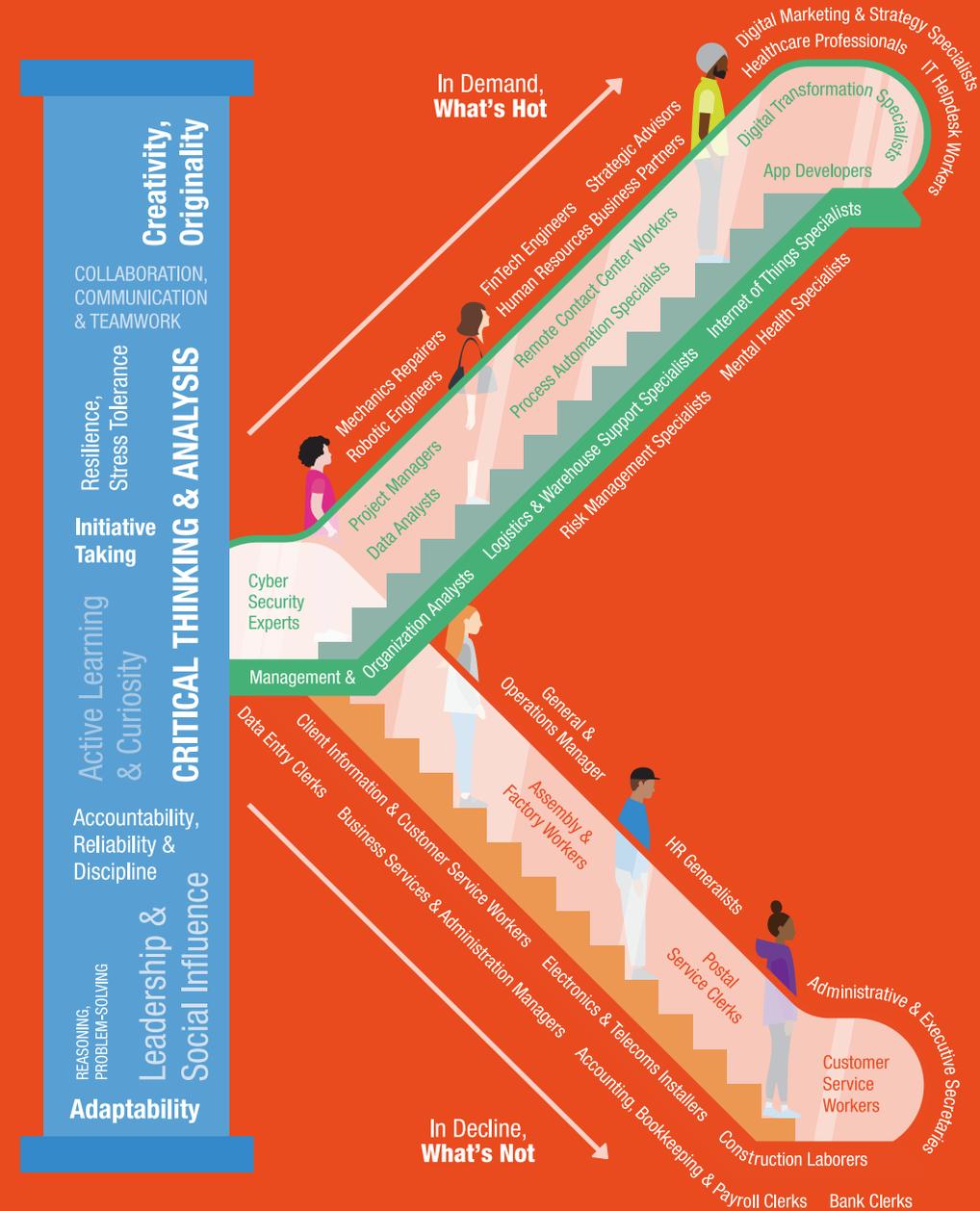
The future starts NOW

Our recently published, The Dyslexic Dynamic report with ManpowerGroup Talent Solutions explains that the pandemic has turbo-charged the switch to digitisation and by 2025 humans and machines will split work 50-50.

The skills that are now in high value and demand are soft skills like communication,

analytical thinking, initiative-taking and empathy. And these are Dyslexic Thinking skills.

Post-pandemic, the report points to a K-shaped, two speed recovery. Where, in order to survive, organisations need to understand Dyslexic Thinking and its vital role in our future – or risk being left behind.



Sources: ManpowerGroup Soft Skills Research 2019, ManpowerGroup Talent Solutions Insight 2021, The Future of Jobs Report 2020, World Economic Forum, October 2020.

LinkedIn adds Dyslexic Thinking as a skill

The world's largest careers platform, LinkedIn, have added Dyslexic Thinking as a skill, offering their 810+ million members globally the option to add it as a skill on their profile.

Dyslexic Thinking has also been added as a skill on dictionary.com. This is a huge step forward in the recognition

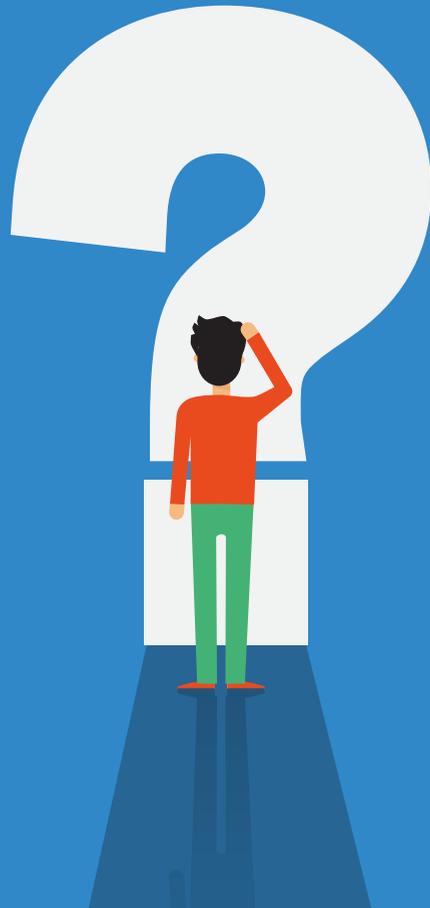
of the incredible strengths dyslexic thinkers bring to the workplace. Now is the time to encourage all dyslexics to add Dyslexic Thinking as a skill on LinkedIn. And for organisations to show their support.

It's time to transform your workplace

Our easy-to-follow guidelines, tips and free resources on the next few pages will give your organisation everything they need to transform your workplace and harness the power of Dyslexic Thinking.

which educates your entire workforce on what dyslexia is, why it's needed now – more than ever, and how to support and empower Dyslexic Thinking, so it supercharges your organisation.

Wondering where to start? Watch our workplace keynote: [THIS is Dyslexia](#)



How to empower Dyslexic Thinking in your workplace

4 simple steps to join the dots

Define dyslexia as a valuable thinking skill set

TRAIN everyone in your organisation to understand Dyslexic Thinking and its value in the workplace by using our [THIS is Dyslexia film presentation](#). To create a culture change, everyone should train, regardless of level or role.

ADOPT the 21st Century Definition of Dyslexia as outlined in our [Join the Dots Interactive Workplace Guide](#). Share this guide with every employee and encourage discussion and adoption of its guidance and information.

PROVIDE copies of our book [THIS is Dyslexia](#) – The definitive guide to the untapped power of dyslexic thinking and its vital role in our future, across the organisation, to encourage a deeper knowledge of dyslexia.

Offer adjustments that help dyslexics to thrive

ENCOURAGE all employees who are, or think they may be, Made By Dyslexia, to [take our free test on our website](#). The results will help them, and you to understand their Dyslexic Thinking Skills and profile.

ENCOURAGE everyone who is Made By Dyslexia to complete their [Made By Dyslexia Profile](#) and share with their managers and team. This will help to identify their strengths and challenges and explain them to others.

FOSTER a culture of openness and disclosure. Only by being open about being dyslexic and your strengths, challenges and needs, can managers and employees empower Dyslexic Thinking in everyone.

Tailor recruitment processes to spot dyslexics

PROUDLY display your DOTS badge on all recruitment material to show you value Dyslexic Thinking and ensure role profiles and job adverts specify Dyslexic Thinking skills too.

OFFER the basics during the recruitment process – extra time, quiet rooms for tests, clear questions, different ways of presenting. Look beyond typos and spelling to see ideas and innovative thinking.

REVIEW existing methods of recruiting to ensure that Dyslexic Thinking is not being disadvantaged by your processes. For example, online applications and psychometric tests often play to dyslexic challenges.

Start affinity groups for openness & Support

START an affinity group to feed the needs of dyslexic employees straight to the senior leadership team. Affinity groups are a positive catalyst for change, and provide invaluable support including mentorship opportunities.

ENGAGE with the Made By Dyslexia network to tap into our global community of organisations and their affinity groups to learn what they have found most effective in supporting their community and in driving change.

COMMUNITY engagement with our wider mission, goals and resources, provides valuable support for employees, their families and children. Help us by encouraging fundraising and including us in your payroll giving schemes.

Join The Dots

Top Tips from Made By Dyslexia community

The Made By Dyslexia community is the largest online community of dyslexic thinkers in the world. We asked them to share their 5 top tips for success. Here they are!



5 ways dyslexic thinking helps you in your job - Dyslexia helps me to:

Make connections across complex issues, subjects and data, which others don't see.

Cut through the noise and see the big picture, rather than getting stuck in the detail.

Communicate and explain complex subjects through storytelling and simplifying.

Solve problems in different ways, coming up with new ideas to tackle them.

Build, support, and empower teams, people and organisations.

5 top tips for dyslexic employee

Work out what dyslexia means for you. Your strengths and your challenges.

Explain it up-front to others. Don't be embarrassed or wait until you hit a problem.

You will be very good at your dyslexic strengths, and that will benefit your employer.

Ask for what you need. Don't just overwork to get through, you will burn out.

If systems don't work for you, constructively see if they can be changed.

Top Tips from Made By Dyslexia community

5 things dyslexics may struggle with in the workplace

Information overload especially via email.

Competing or unclear priorities.

Long and complicated meetings, being asked to write on a flip chart or read aloud.

Too much information in written form – not enough visual presentation of information.

Tiredness or anxiety due to the effort of working at high pace.

5 ways to overcome those struggles

Be upfront with colleagues and managers. Explain your dyslexic strengths and challenges.

Use assistive technology, like speech to text programmes.

Ask for reasonable adjustments in workplace assessments.

Find methods of organisation that work for you.

Have a supportive team around you with different strengths.

5 ways technology helps

Text to speech allows you to proofread documents and read long text without fatigue.

Tablets allow you to take notes and store them easily.

Automated meeting requests make arrangements easier.

Automated search and filing help you find things without having to use a complicated filing system.

Using dictation software to create documents, like Dictate or Immersive Reader in Office 365.

Top Tips from Made By Dyslexia community

Watch Top Tips from the D.Spot

See dyslexic strengths in action in the workplace in our D.Spot vodcast series on YouTube where we reveal all there is to know about dyslexic thinking.

In this latest episode Bishop of London, Sarah Mullally and Chief Nursing Officer, Ruth May,

tell us how they used their Dyslexic Thinking skills of Connecting and Questioning to lead their iconic organisations – the Church of England and the NHS – through the global pandemic.

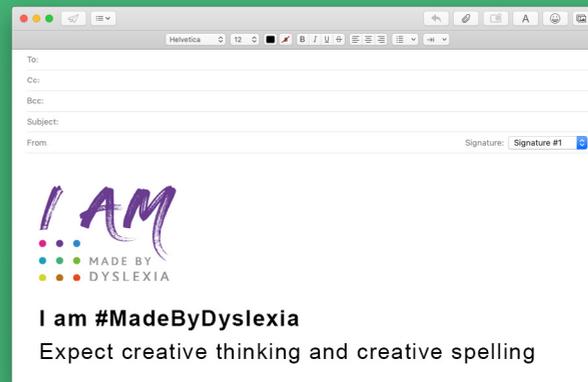
Top Tips from Made By Dyslexia community

3 easy ways to let the world know you are Made By Dyslexia.

Our community often ask us for a way to let the world know they are Made By Dyslexia. So we've created a set

of badges, social assets, email signatures and more.

Add a line to your email signature:



Update your Twitter, Insta, Tik Tok or Facebook with a social asset.



Add Dyslexic Thinking as a skill to your LinkedIn Bio or CV, like Richard Branson and many others.

Top Tips from Made By Dyslexia community

5 tips for every dyslexic employer

Dyslexics are an asset to any organisation, treasure them.

Your workplace probably prevents them from doing their best, try to change it.

Listen and respond to what they need.

Simple adjustments can help dyslexics fly.

Things that help dyslexics are actually good for everyone.

5 things every manager can do to help

Understand what dyslexia means for that person, their pattern of strengths and challenges.

Dyslexics need encouragement and support, not sanction if things are not going well.

Avoid words like 'lazy, careless, scatty' – dyslexics are none of these things.

Give dyslexics the big picture and watch them make it a reality.

Use less text. Bullets and summaries, and present and receive information in a multi-sensory way.

5 things to help with application/ recruitment process

Offer the basics – extra time, quiet rooms for examinations, clear questions.

Forgive typos and spelling – they are not a reflection of commitment or ability.

Tests and interviews don't showcase dyslexic's full skills and talents. Help them to show abilities in different ways.

Encourage applicants to tell you they are dyslexic by acknowledging that you value Dyslexic Thinking.

Don't insist on a formal assessment to trigger reasonable adjustments, a self-declaration of dyslexia should be enough.

Empower Dyslexic Thinking in your workplace TODAY!

Join our global movement of organisations who are Redefining Dyslexia and empowering dyslexic thinking in their workplace.

Follow the 4 simple steps of our Join the Dots initiative within your organisation and display your badge, which shows your workplace values and empowers Dyslexic Thinking.



Become a partner and trailblaze change with us

We are blazing the trail to empower Dyslexic Thinking in every school and every workplace with free resources to help make that happen.

Since our launch just 5 years ago, we have:

- Created the world's largest community of dyslexic people and allies with 71.9 million social media impressions since launch.
- Shifted perceptions with bold events, campaigns & game-changing research.
- In 2021, our PR campaigns reached 2.8 billion.
- 74% say our work is transforming their lives.

But we can't do it without you. Trailblaze with us and together we can grow our movement which is harnessing the power of Dyslexic Thinking worldwide.

Our ask of Trailblazers:

Trailblaze with us by:

- 🔥 Sharing our latest updates on your website, social media and across all your networks.
- 🔥 Encouraging staff members to share our content and campaigns with their communities.
- 🔥 Inspiring staff members to fundraise for us or consider monthly payroll giving.
- 🔥 Add us as a chosen charity, which your employees can donate to, if they like.



Reap the rewards

As well as trailblazing global change, your support will:

- 🔥 Connect strongly with 1 in 5 employees & customers who are dyslexic.
- 🔥 Bolster your ESG credentials.
- 🔥 Help you to reach your Diversity & Inclusion KPIs.
- 🔥 Achieve your CSR commitments.
- 🔥 Unlock the competitive advantage dyslexic minds bring.

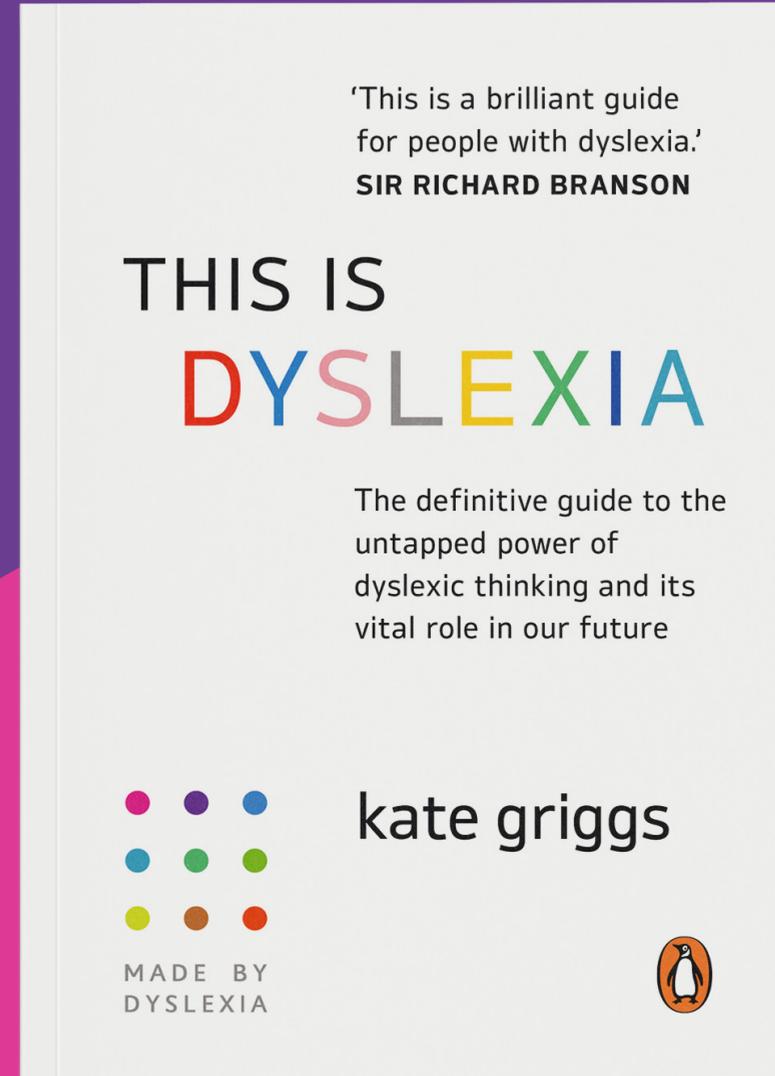


THIS is Dyslexia - the definitive guide

Find further reading in this new book written by our founder and CEO Kate Griggs. With a forward from Sir Richard Branson, **This is Dyslexia** covers everything you need to understand, value and support Dyslexic Thinking.

From offering practical advice on how to support the dyslexics in your life to breaking down the 6 Dyslexic Thinking skills in adults, Griggs shares her knowledge in an easily digestible guide.

This is Dyslexia redefines and reshapes what it means to be dyslexic. It explores how it has shaped our past and how harnessing its powers and strengths is vital to our future.



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