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● ● ● MADE BY
● ● ● DYSLEXIA

COLLECTIVE ACTION

Empowering Dyslexic Thinking
in every home, every workplace
and every school

COLLECTIVE ACTION = Action taken together by a group of people and organisations whose goal is to achieve a common objective and bring about change.



“THE PEOPLE WHO ARE CRAZY
ENOUGH TO THINK THEY CAN
CHANGE THE WORLD ARE THE
ONES WHO DO”

Steve Jobs #MadeByDyslexia



WHO WE ARE

Made By Dyslexia, is a global charity led by successful dyslexics. We are the world's largest community of dyslexic people and their allies.

WHY WE EXIST

Our mission is to teach the world the brilliance of Dyslexic Thinking, and to empower it in every home, every workplace, and **every** school. We're aligned with the UN Sustainable Goals, so we aim to achieve this by 2030.

WHAT WE'VE ACHIEVED

Our bold campaigns, game-changing partnerships, impactful resources and inspiring events are redefining dyslexia, informing, teaching, and inspiring a global movement who are driving change with their Collective Action.

Our work saw Dyslexic Thinking added as a skill on LinkedIn, and as a noun in the dictionary. In 2025, Made By Dyslexia officially launched as a charity in the US - 501c3, bringing its global mission to empower Dyslexic Thinking across America.

dyslexic thinking

[dis-lek-sik thing-king] SHOW IPA

Dictionary.com

noun

1 an approach to problem solving, assessing information, and learning, often used by people with dyslexia, that involves pattern recognition, spatial reasoning, lateral thinking, and interpersonal communication.

DYSLEXIC THINKING SKILLS



Visualising



Imagining



Communication



Reasoning



Connecting



Exploring

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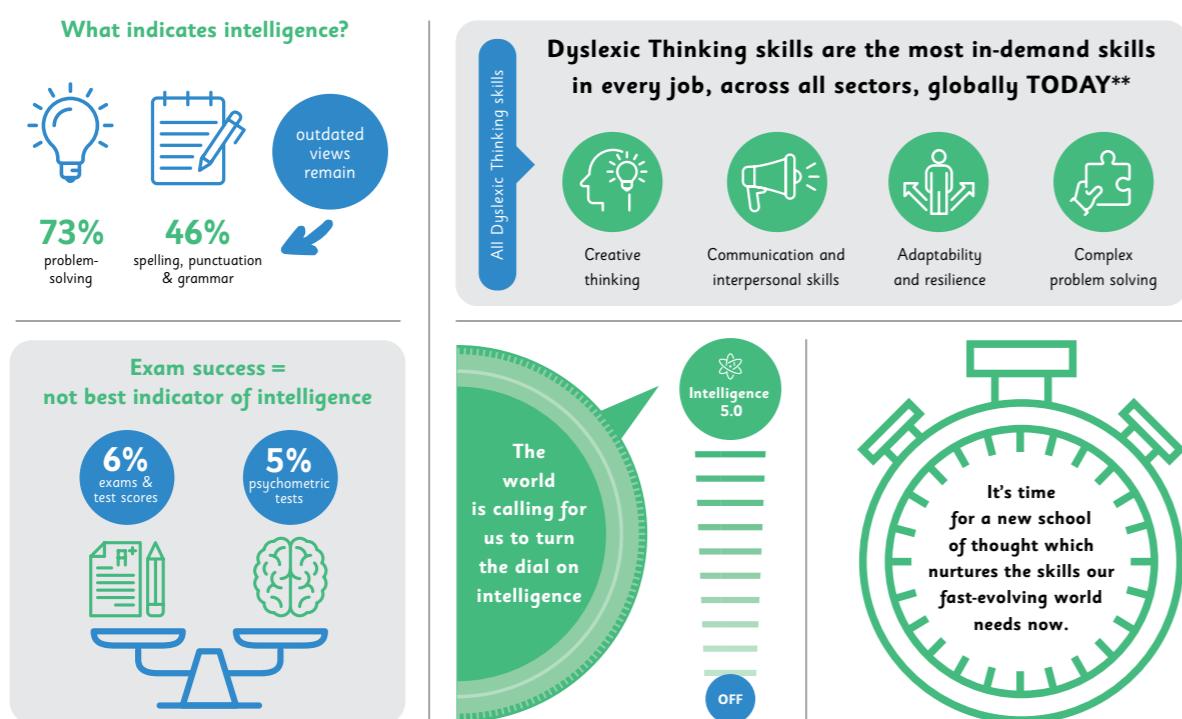
THE WORLD NEEDS A NEW SCHOOL OF THOUGHT

As our Intelligence 5.0 report shows, the type of intelligence the world now needs is changing. Creativity, adaptability, complex problem solving are the skills ALL humans need to thrive alongside AI. These are the exact skills dyslexics have.

All the research agrees. From the World Economic Forum, to the world's largest recruitment company, Randstad Enterprise: **Dyslexic Thinking skills are the most sought after skills, in every sector, globally - NOW.**

Yet these skills are not currently identified or measured in education or workplaces. 80% of dyslexics leave school unidentified. Only 1 in 10 teachers understand Dyslexic Thinking skills. Just 1 in 5 dyslexics believe their workplace understands their Dyslexic Thinking skills.

KEY FINDINGS FROM THE INTELLIGENCE 5.0 REPORT

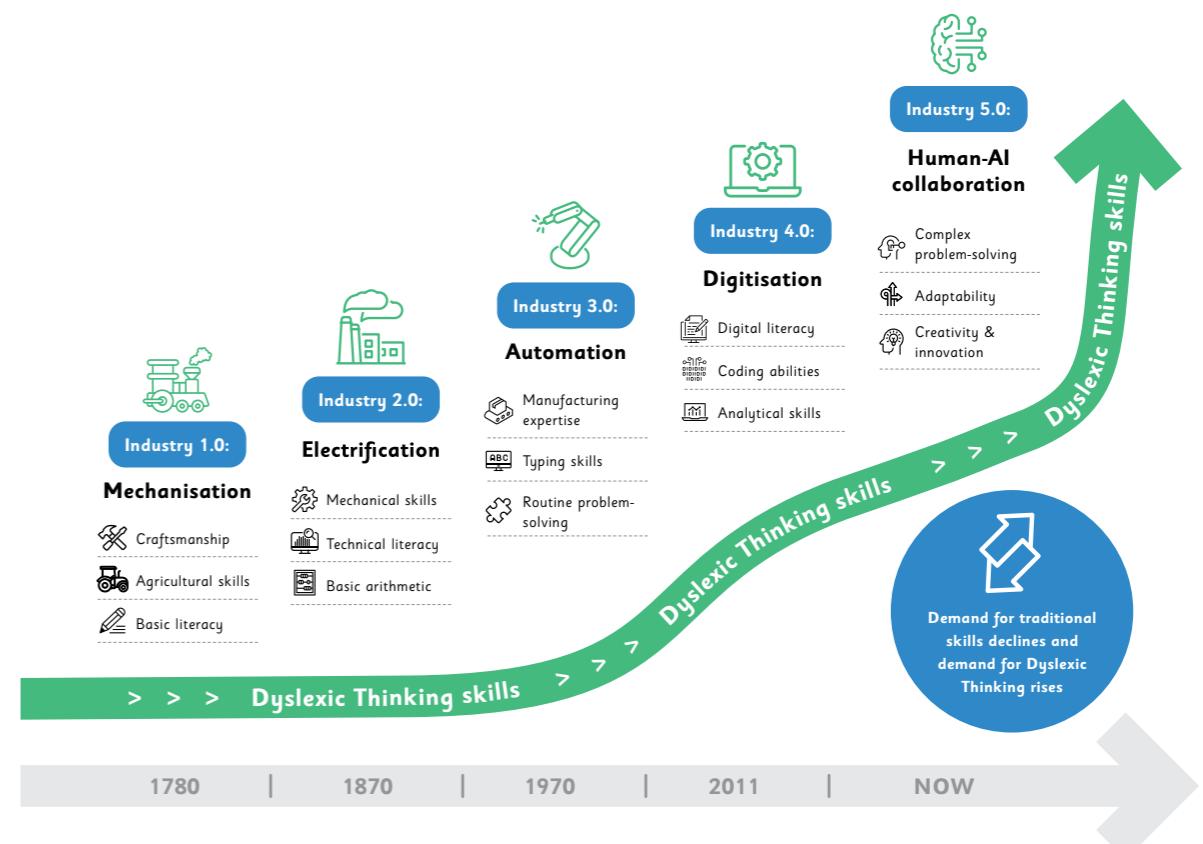


While dyslexics have exactly the new intelligence needed to thrive in a 5th Industrial Revolution world (indexing highly in the skills that all humans need, and machines cannot replace), knowledge and views about dyslexia in society, in education and in workplaces is stuck in the 4th Industrial Revolution world.

The current exam systems measure dyslexic challenges, leading many dyslexics to fail standardised tests. In the UK, just 35% of dyslexics pass standardised tests at 16 (GCSEs) in English and Maths - meaning **65%** are labelled as failures when they actually have exactly the type of intelligence our workplace needs.

We're failing to empower the very minds our future clearly needs, leaving no doubt we need a movement to teach the world a new school of thought.

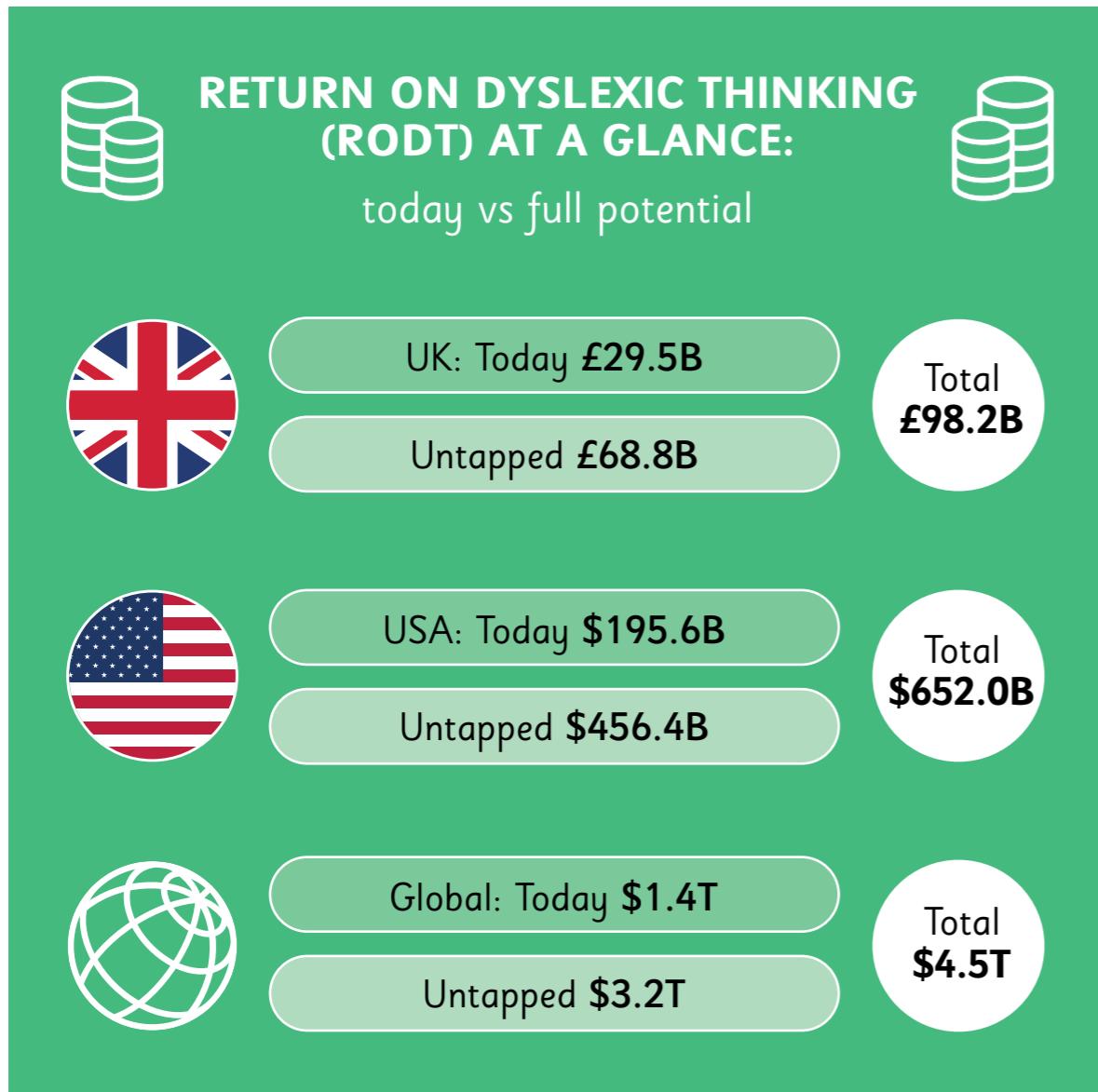
SKILLS DEMAND ACROSS INDUSTRIAL REVOLUTIONS



DYSLEXIC THINKING IS WORTH \$4.5 TRILLION

Our latest groundbreaking report finds that Dyslexic Thinking is worth \$4.5 Trillion Dollars to the global economy. But \$3.2 Trillion Dollars remains untapped, because **only 30%** of dyslexic thinkers are being empowered at work.

But when **ALL** dyslexics are **FULLY** empowered, they drive economic value and growth to an organisation – and nation.



We call this the Return on Dyslexic Thinking - it's the value dyslexic thinkers generate when they lean into their strengths: creativity, innovation, big-picture thinking and interpersonal skills.

These strengths are key to working with AI and driving growth and transformation across every sector worldwide in this age of innovation.

When organisations value Dyslexic Thinking as a skill, build culture and systems so that Dyslexic Thinkers thrive and provide tools and development that let dyslexics lean into their strengths, the full value of Dyslexic Thinkers can be untapped.

We've known the value of Dyslexic Thinking for a long time. Now – for the first time – our Return on Dyslexic Thinking report puts an economic value on it - making empowering it a financial imperative for every organisation and nation. And poses the **\$Trillion Dollar Question for organisations, governments and educators... can you afford not to empower Dyslexic Thinking?**



Without harnessing Dyslexic Thinking, the US misses out on \$456.4 billion.



Without harnessing Dyslexic Thinking, the world misses out on \$3.2 trillion.

#TrillionDollarQuestion

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#TrillionDollarQuestion

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“DYSLEXIC THINKERS HAVE THE SKILLS NEEDED TO COLLABORATE WITH AI AND TURBOCHARGE INNOVATION AROUND THE WORLD: CREATIVE THINKING, COMPLEX PROBLEM SOLVING, INTERPERSONAL SKILLS AND INNOVATION. THESE ARE THE SKILLS THAT WILL DRIVE GLOBAL GROWTH AND ORGANISATIONS FORWARD.”

Kate Griggs #MadeByDyslexia



ORGANISATIONS IN ACTION



Randstad Enterprise

Randstad Enterprise, the world's largest recruitment organisation, has been a passionate partner of Made By Dyslexia. They share our mission to empower Dyslexic Thinking in every workplace. As well as funding our work, they have worked alongside us to create a Workplace Guide, which shares our free workplace training and resources that help every organisation to create culture and systems where dyslexic thinkers thrive. They've trained their own teams and are actively sharing these tools and resources with their clients too.

 **randstad**

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MADE BY DYSLEXIA'S 4 GLOBAL GOALS

THE CHANGE THAT'S NEEDED

Our Global Goals describe the changes we want to drive for Dyslexic Thinkers over the next 5 years to achieve our mission and drive the societal and systemic change.

GOAL 1 SKILL

DYSLEXIC THINKING TO BE SEEN AS A SKILL BY GOVERNMENTS, BODIES AND ORGANISATIONS, SCHOOLS, WORKPLACES AND SOCIETY – GLOBALLY

DISADVANTAGE

Currently in schools and workplaces right across the world, dyslexia is categorised as a disability and a learning difficulty.

SKILL

In every school and workplace, dyslexia should be categorised as a valuable way of thinking, not a disability.

Currently the 'disability' label and focus on 'remediation' limits others' expectations of us and limits our potential.

Our learning differences should be supported, and our Dyslexic Thinking recognised and empowered.



SOUGHT AFTER

Every child is screened so every Dyslexic Thinker is identified and valued.

All organisations value Dyslexic Thinking, so all Dyslexic Thinkers promote it.



GOAL 3 KNOWLEDGE

EVERY HOME, WORKPLACE AND SCHOOL TO BE EQUIPPED WITH THE KNOWLEDGE TO EMPOWER DYSLEXIC THINKING

LACK OF KNOWLEDGE

Only 1 in 10 teachers has a good understanding of Dyslexic Thinking skills.



Only 1 in 5 dyslexics believe their workplace understands their Dyslexic Thinking skills.

KNOWLEDGEABLE

All schools & teachers should be trained to understand the value of Dyslexic Thinking & how to empower it.

All workplaces should be trained to understand the value of Dyslexic Thinking & how to empower it.

GOAL 4 EXAMS & TESTING

STANDARDISED TESTS AT SCHOOL AND WORK TO BE UPDATED AND TRANSFORMED TO RECOGNISE THE TYPE OF INTELLIGENCE INDUSTRY 5.0 NEEDS

FAILURE

96% say that standardised exams and recruitment processes disadvantage Dyslexic Thinkers, branding them failures, with no recognition of their valuable Dyslexic Thinking skills.



Only 6% believe exams and psychometric tests are the best indicator of intelligence.

SUCCESS

School testing & workplace recruitment processes should support Dyslexic Thinking, recognising Dyslexic Thinkers have the skills needed in every job, in every sector, globally - NOW.

Updated systems that measure the intelligence needed for the Industry 5.0 world, in education and work.



COMMUNITY IN ACTION



Angus and Jo – Yarrabah, Queensland

Angus and his mum Jo have taken our training into local schools in Yarrabah which serves the largest Aboriginal community in Australia. Teachers are being trained and they are also working with the Chamber Of Commerce and businesses to promote our workplace training. They connected with local Aboriginal artist Nathan who has made a traditional Aboriginal message stick about Empowering Dyslexic Thinking which is being passed across Australia and then onto the Native American community in the US, to begin our work there.



NOW WE NEED TO TURBOCHARGE A GLOBAL MOVEMENT

To create the societal and systemic change the world needs, we need to turbocharge a global social movement, reaching policy makers, educators, business organisations, individuals and parents to create impact at scale and achieve our global goals by 2030.

IT'S TIME FOR COLLECTIVE ACTION

Each small act can create a ripple, person by person, community by community, state by state and continent by continent, so it becomes a tidal wave of global change, created by those who learned the value of Dyslexic Thinking.

THREE STEPS TO CREATE CHANGE



Learn

Learn about
Dyslexic Thinking



Share

Share this knowledge
with your networks



Change

And use your influence
to inspire Change

“IN THIS NEW WORLD, THINKING DIFFERENTLY IS YOUR BIGGEST ASSET, IT WILL HELP YOU SUCCEED. IT’S A SUPERPOWER THAT WE ALL STAND TO GAIN FROM.”

Richard Branson #MadeByDyslexia



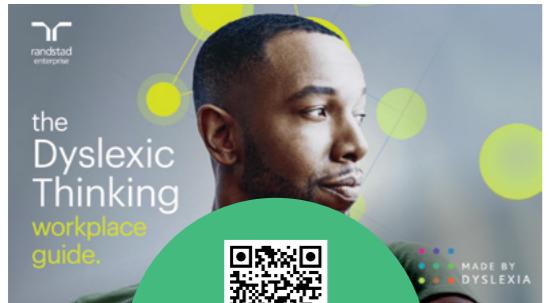
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HERE ARE 4 KEY RESOURCES TO USE:

FOR WORKPLACES:

Dyslexic Thinking Workplace Guide:

how to empower Dyslexic Thinking with free training and tools.



Take part now

FOR PARENTS & SCHOOLS:

'Empowering Dyslexic Thinking

at School', a 1 hour course in partnership with Microsoft Learn.



Take part now

FOR EVERYONE:

'Lessons In Dyslexic Thinking',

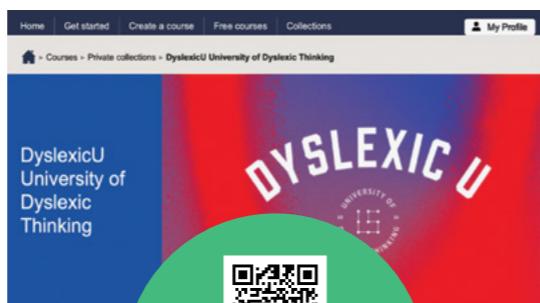
our chart-topping podcast. Interviews from some of the world's most inspiring dyslexic thinkers.



Listen to our podcasts

FOR EVERYONE:

DyslexicU: the University of Dyslexic Thinking, with courses in Entrepreneurship, Changemaking and more to teach the world how dyslexics think.



Take part now



“DYSLEXICS ARE PIONEERS. THEY ARE THE PEOPLE WHO LOOK BEYOND THE HORIZON, WONDER WHAT’S THERE AND HAVE THE DETERMINATION TO FIND OUT.”

Dame Maggie Aderin-Pocock #MadeByDyslexia



“A DREAM YOU DREAM ALONE IS ONLY A DREAM. A DREAM YOU DREAM TOGETHER IS A REALITY.”

John Lennon #MadeByDyslexia

OUR COLLECTIVE ACTION PLAN 2025 – 2030

Everything we have achieved so far has been through our small team, incredible networks, authentic content, and organic marketing.

We have built brilliant partnerships, super shareable content, award-winning campaigns and groundbreaking research that has enabled us to boldly tell the story of Dyslexic Thinking and amplify our message to empower a growing global community and movement that is already driving Collective Action.

OUR GLOBAL IMPACT



14.05
billion



5
million



Years teaching the world the value of #DyslexicThinking

PR Reach since 2020 through our brilliant and bold campaigns

Social reach. The world's largest community of dyslexics & their allies

Accessing our courses on Microsoft Learn, LinkedIn learning & DyslexicU

Cannes Lions Awards for our campaigns including a Titanium

100%
match



700+
million



\$4.5
Trillion

Dyslexic Skills directly match the WEF's future skills 2025

Ground-breaking reports transforming how workplaces see dyslexia

Is global talent pool of Dyslexics with the skills to fill the skills gap

Lessons In Dyslexic Thinking featured in the top 1% podcasts globally

the amount Dyslexic Thinking is worth to the global economy

ENTREPRENEURS IN ACTION



Daniel Singer – Filthy Foods

Dyslexic entrepreneur Daniel Singer, founder of Filthy Foods and proud supporter of Made By Dyslexia, has used his different way of thinking to revolutionize the cocktail market. His products are now served in the world's best bars, restaurants, and hotels.

Inspired by Made By Dyslexia's mission, Filthy Foods now proudly carries the "Made By Dyslexia" mark on all packaging, complete with a QR code so customers can learn more about the movement.

The company is also donating generously to support Made By Dyslexia's global work.

Want to join the movement and use your brand to change the world for good?

Contact our Global Head of Partnerships and Philanthropy at chris.casdagli@madebydyslexia.org



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GLOBAL GOALS FUND

But for us to achieve our mission we need to grow. Through our Global Goals fund we aim to raise \$10m and these funds will be spent in the following areas to:

EDUCATE - Develop our content, to teach the world about Dyslexic Thinking

- We will create new content and courses that help the world to learn about the brilliance of Dyslexic Thinking.
- We will develop new research and reports which continue to shift society's perceptions of Dyslexic Thinking and its value in the world.
- We will make new podcasts, films and documentaries to share the amazing knowledge of Dyslexic Thinking with the world.

ENABLE - Expand our people and infrastructure to deliver our mission

- We will expand our people, core team and contractors, to help us achieve our mission.
- We will optimise our operations, by getting the resources and expertise we need to grow.
- We will create an effective infrastructure to support all our activities.

AMPLIFY - Share our message and campaigns across the world

- We will create bold new campaigns and boost our presence through PR and Marketing.
- We will host virtual and in person events, to spread our message far and wide!
- We will work with specialist agencies to grow our community and engagement across the world.

GLOBALISE - Building global partnerships embedded in local communities

- We have launched as a charity in the US - 501c3.
- We will develop international chapters and partnerships, that help us drive change globally.
- We will hold international events that shift perceptions and inspire action.

INFLUENCE – Drive systemic change

- We will be at key events like UNGA, DAVOS, SXSW to push for global change.
- Our work with organisations like the OECD will show the need for systemic change.
- We will build on the ground partnerships to energise local communities.

OUR PARTNERS INCLUDE

We've already partnered with passionate organisations who share our values, provide funding, train their people, develop tools and resources alongside us, and amplify our message right across their communities and businesses. And we'll look to form new partnerships to help drive our Collective Action plan, too.



WANT TO PARTNER WITH US TO CREATE CHANGE?

Organisations, big and small, are partnering with us to drive impactful change. If your organisation wants to join our movement and trailblaze change alongside us, contact chris.casdagli@madebydyslexia.org

HELP FUND OUR WORLD-CHANGING WORK

Every donation, big or small, is vital to our work. For larger donations from individuals, organisations or foundations, hear how your purposeful giving could create measurable impact.

If you're in the
US, donate via



If you're in the
UK, donate via



EVERY DONATION, BIG OR SMALL, IS VITAL TO OUR WORK.



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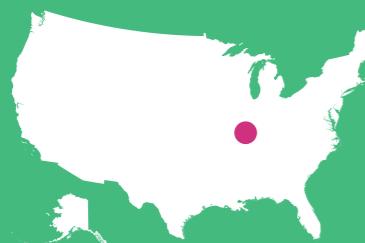
PHILANTHROPY IN ACTION



Lainey Musselman – Kentucky

After using our resources to support her dyslexic son, Lainey decided to use her funds and connections to help us drive change. She joined our Philanthropy Collective and is supporting Made By Dyslexia with a significant grant per year to 2030, and has introduced us to the Muhammad Ali Center, who partnered with us to create an event that kickstarted change in Kentucky's education system and in its workplaces. This led to partnerships in Montana and Oklahoma next - spreading ripples of change.

Watch our Kentucky film here.



**“SERVICE TO OTHERS IS
THE RENT YOU PAY FOR YOUR
ROOM HERE ON EARTH.”**

Muhammad Ali #MadeByDyslexia



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JOIN US TO CREATE CHANGE

Our Intelligence 5.0 report leaves no doubt that we urgently need to empower Dyslexic Thinking in every home, school and workplace. It clearly shows that Dyslexic Thinking skills are vital in every workplace, in every sector, across the world. We have the knowledge, tools and a plan to empower it. We hope you will join us, because changemakers come in all shapes and sizes and together can drive Collective Action towards a world where Dyslexic Thinking thrives.

OUR ASK

We would love you to help us to achieve our mission through funding and or influence by taking part in Collective Action.

PHILANTHROPY ANGEL PARTNER TIERS

Unrestricted annual support, pledged for 3 years.

• **Visionary Partner** – \$250,000 per year

Transformational leaders powering our global mission to redefine dyslexia and unlock human potential.



VIP access to all major events and gatherings, personal briefings with our leadership, early previews of global campaigns, and curated strategy sessions.

• **Changemaker Partner** – \$150,000 per year

Strategic partners accelerating our influence in education, workplace, policy, and global systems.



Priority invitations to key events, early access to major initiatives, and inclusion in partner insights sessions.

• **Momentum Partner** – \$75,000 per year

Committed partners helping sustain and grow our movement across the world.



Invitations to select events, previews of new campaigns, and updates from our leadership team.

• **Inspiration Partner** – \$25,000 per year

Dedicated advocates whose belief in dyslexic thinking helps us reach more people and open more doors.



Annual impact updates and special invitations to select community moments.

CONTACT:



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