

randstad  
enterprise.

dyslexic thinkers:  
recruiting the  
unique talent your  
company needs.



● ● ●  
● ● ● MADE BY  
● ● ● DYSLEXIA



## do you know what skills your organization will need in the next five years?

The World Economic Forum's 2023 [Future of Jobs Report](#) reveals the skills companies say will be the most important today through to 2027. As technology takes over more tasks, companies will increasingly seek talent with soft skills, or power skills, like creative thinking, analytical thinking and technological literacy, as well as curiosity, lifelong learning, resilience, flexibility and agility.

While these skills are in high demand, they are in short supply. But one group of thinkers has exactly the skills organizations are looking for: dyslexics. Kate Griggs, founder and CEO of Made By Dyslexia says, "Dyslexic Thinkers can and will move businesses forward so it's vital every organization understands the benefits and value of Dyslexic Thinking — or risk being left behind."

# the value of dyslexic thinking

Dyslexic Thinkers often have the valued soft skills and power skills that companies need today and will continue to need in the future to help companies overcome challenges while bringing new ideas and innovations.

- The Future of Jobs Report also shows Dyslexic Thinkers have enhanced abilities in areas like discovery, invention and creativity.
- A study by EY highlights how Dyslexic Thinkers display exceptional or very strong capability in the most trending skills companies need for the future, such as leadership and social influence, analytical thinking, active learning and problem-solving.
- In Harvard Business Review, Kate Griggs explores how dyslexic brains are wired differently, enabling them to excel in areas like imagining, reasoning and interpersonal skills.
- 40% of the world's greatest innovators and entrepreneurs are dyslexic. Some of the world's greatest brands, art, music and inventions have all sprung from dyslexic minds, from Richard Branson and Steve Jobs, to entertainers like Whoopi Goldberg, Cher and Orlando Bloom, to athletes like Muhammad Ali and Magic Johnson.
- Dictionary.com defines "Dyslexic Thinking" as "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."
- In 2022, LinkedIn, the world's largest professional network, added Dyslexic Thinking as a skill.



In the past, Dyslexic Thinkers have been judged on what they can't do, rather than what they can. Hiring may have been an HR or diversity and inclusion issue. Today, it's a crucial business imperative that will give companies the skills they need to drive sustainable business growth and achieve a competitive advantage, especially in environments where businesses need problem-solvers.

But despite the promise and potential of welcoming more Dyslexic Thinkers, many companies aren't equipped to effectively recruit them and help them perform at their best.

## put intent into action

New research conducted by Made By Dyslexia, F'inn Group and Randstad Enterprise reveals how hundreds of HR leaders believe their companies are progressing toward a dyslexic-friendly workplace, compared to the real-life experiences of more than 1,500 dyslexic employees.

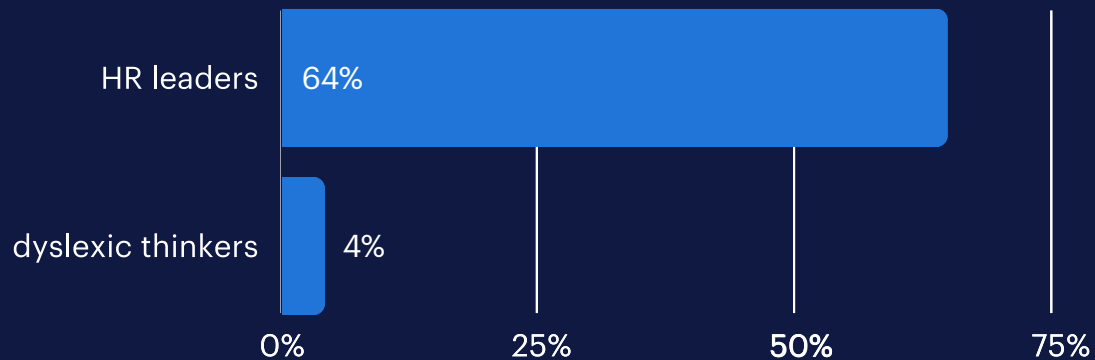
The key results from the research show a huge disparity between the two groups. Following we highlight the findings and concrete steps companies can take to improve how they recruit and retain Dyslexic Thinkers.

# 1

## do current recruitment processes identify dyslexic thinking?

When asked if their organization's recruiting process is capable of identifying people with Dyslexic Thinking skills, 64% of HR leaders say "yes," but only 4% of Dyslexic Thinkers agree — a difference of 60 points.

my organization's recruitment process is capable of identifying people with dyslexic thinking skills



## action plan

To create a more dyslexic-friendly recruiting process, dyslexia must be recognized throughout the organization as a talent and skill set rather than a disability. Offering accommodations during recruitment, such as extra time for responses, quiet spaces for tests and asking clear questions, will help Dyslexic Thinkers flourish. Give candidates a chance to highlight how their Dyslexic Thinking skills — from problem solving to creative thinking — will help them succeed in the role.

Also consider how various aspects of the recruitment process, like lengthy online applications or psychometric tests, can present unnecessary barriers for Dyslexic Thinkers.

To ensure continued access to Dyslexic Thinkers, create a talent pool of self-identified candidates who can be drawn on as positions become available. Creating employee resource groups (ERGs) and communities centered on Dyslexic Thinking can help to share best practices and training for recruiting Dyslexic Thinkers.



One of the most important things is for people to feel they can disclose they are dyslexic. We as an employer will see it as a superpower and not something that they should be thinking of hiding from us.

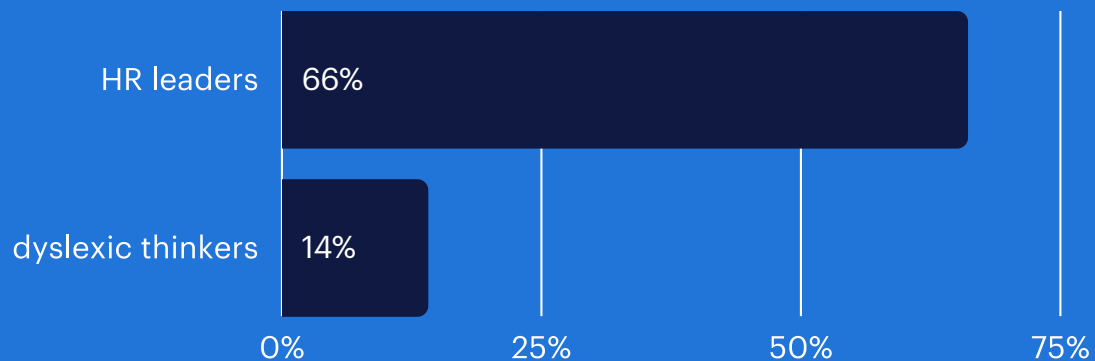
— Laura Powell, global head of Wealth and Personal Banking and Global Functions, HSBC, at the [World Dyslexia Assembly](#)

# 2

## do organizations understand the value of dyslexic thinking?

When asked if their organizations understand the value of Dyslexic Thinking, 66% of HR leaders say “yes,” but only 14% of Dyslexic Thinkers agree — a difference of 42 points.

### my organization understands the value of dyslexic thinking





## action plan

It's time to redefine dyslexia as a valuable thinking skill. Companies can address this by adopting a current view of dyslexia and training their employees to understand the strengths of Dyslexic Thinking. Sharing [workplace resources from Made By Dyslexia](#) and providing formal training can help change perceptions and enable all employees to gain a better understanding of dyslexia and the strengths of Dyslexic Thinkers.



We were able to shift from outdated stigmas to instead focus on the really real skills that the people with dyslexia bring to the workforce.

— Nicole Leverich, vice president, Communications, LinkedIn, at the [World Dyslexia Assembly](#)

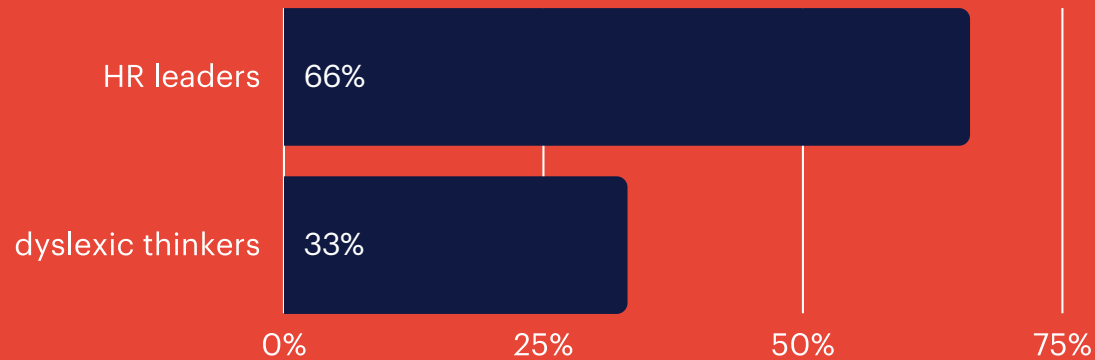


# 3

## are organizations accommodating dyslexic thinkers?

When asked if their organizations work to accommodate those with Dyslexic Thinking skills, 66% of HR leaders say “yes,” but only 33% of Dyslexic Thinkers agree — a difference of 33 points.

### my organization works to accommodate dyslexic thinkers





## action plan

Offer adjustments in the workplace that enable dyslexics to thrive. Encourage all employees to take a [free Dyslexic Thinking test](#) and to self-report the results. This will help both dyslexics and their leaders better understand their skills. Developing a culture of openness, in which dyslexics can discuss their strengths, challenges and needs will help them feel fully engaged and empowered. Moreover, adopting assistive technologies, [such as AI](#) and alternate ways of working, can support them and help them thrive.



Dyslexic Thinking is a skill. It's a strength. It's a talent pool and we desperately need you. So come as you are, do what you love.

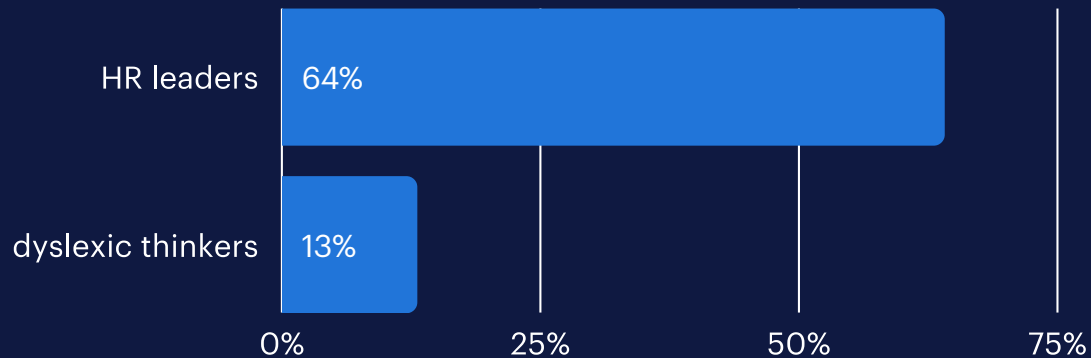
— Jenny Lay-Flurrie, chief accessibility officer, Microsoft, at the [World Dyslexia Assembly](#)

# 4

## do organizations support dyslexic thinkers long-term?

When asked if their organizations provide ongoing support and affinity groups for dyslexics, 64% of HR leaders say “yes,” but only 13% of Dyslexic Thinkers agree — a difference of 51 points.

my organization provides ongoing support and affinity groups for dyslexic thinkers



## action plan

Create ERGs to feed the needs of dyslexic employees straight to the senior leadership. Employers can encourage the formation of affinity groups for dyslexic employees to create a more nurturing and supportive environment. Tapping into Made By Dyslexia's network can provide access to a global community dedicated to driving change, as well as resources to further support dyslexic employees and their families. Organizations that already have these groups should be sure to let new employees know they're available and regularly remind existing employees of this resource.



Leadership at the top, driving those learnings throughout the organizations, using the power of storytelling to share people's experiences, and fostering that environment has made it an attractive place to bring in skillsets of all different types, including Dyslexic Thinking and empowering that talent.

— Hank Prybylski, global vice chair — Transformation, EY, at the [World Dyslexia Assembly](#)

## how can you better support dyslexic thinkers at work?

Dyslexic Thinking is valuable and vital in today's fast evolving workplace and now is the time for employers to learn how to empower it. Employers must evolve to fix the gap between what they offer and what Dyslexic Thinkers experience.

That's why HR, talent acquisition teams and hiring managers must be on the same page — not just to understand why they need Dyslexic Thinkers, but also how to foster an environment that's supportive of them and their unique skills.

Create cultural change with a top-down, bottom-up, organization-wide understanding of Dyslexic Thinking. More active listening, regular surveys can help uncover where their needs aren't being met. Equipped with this insight, companies can drive the improvements, education and training to better attract and retain Dyslexic Thinkers, and benefit from the many skills they bring.

To start this journey today, use Made By Dyslexia's free training and resources. Empower Dyslexic Thinking and employ the full potential of dyslexic minds right away.

> [employ dyslexia](#)





## about made by dyslexia

Made By Dyslexia is a global charity led by successful dyslexics. We are the world's largest community of dyslexic people and their allies. Our mission is to help the world to understand the value of Dyslexic Thinking, and to train every school and workplace in the world to empower it. We are aligned with the UN Sustainable Development Goals, and we aim to achieve this by 2030.

Our bold campaigns, events, and game-changing partnerships have redefined dyslexia, inspiring a global movement for change and resulted in Dyslexic Thinking being added as a skill on LinkedIn, the world's largest professional network, and as a noun in the dictionary.

We have partnered with Microsoft to create free teacher training which features dyslexia experts from world leading schools in U.K. and the United States. Our Learn Dyslexia training is online and on demand, takes just 1 day to complete, and helps every teacher to create an inclusive classroom where dyslexic learners can thrive.

We have partnered with LinkedIn to create free workplace training that will be available on LinkedIn Learning. Our Employ Dyslexia training will be online and on demand, and will be launching later in 2023. It will enable every workplace to empower Dyslexic Thinking to help drive their businesses forward.



## about randstad enterprise

Randstad Enterprise is the leading global talent solutions provider, enabling companies to drive business agility by putting people at the center of their business strategies. As part of Randstad N.V. — the world's largest talent company with revenue of € 27.6 billion — we combine unmatched talent insights and innovative technologies with global delivery capabilities. Our integrated talent solutions — talent acquisition, management, and transition — help drive intentional and inclusive talent-centric strategies that create sustainable business value and support people to unleash their worklife possibilities.

For more information, visit [randstadenterprise.com](https://randstadenterprise.com).