

neurobox

Your Guide to Making the Business Case

If you're looking to support neurodivergent (ND) talent in your workplace, you'll need a budget to implement neuroinclusion initiatives, training, and programmes. We've put together a template to help you and your team to make the business case for neuroinclusion.

The template consists of **four parts** and is designed to help you structure your argument. It consists of the following:

1. **Why does neuroinclusion matter in your organisation?**
2. **What factors are driving the case for neuro-inclusion in your organisation?**
3. **What is the cost to your organisation of doing nothing?**
4. **How does the case for neuro-inclusion link to your company's overall vision and broader D&I strategy?**

We've included question prompts to help you gather relevant information and enable you to build your case.

To create a rounded and persuasive case, we suggest using facts, figures, anecdotes, and case studies of employees.

See our '[7 benefits for your organisation](#)' page for examples of previous research, including facts and figures.



1

The 'why'

- Why does inclusion matter in your organisation?
- Make this clear and compelling – it should make the reader want to take action!
- Think about this as a summary of the whole case.
- Perhaps do it at the end, once you've collated together the following information...

2

Driving Factors'

What factors are driving the case for neuroinclusion in your organisation? Consider:

- The legal context
- The numbers of neurodivergent people of working age in the UK and in your organisation (if known).
- Skills shortage: are there particular skills your organisation has difficulty recruiting?
- Disability Employment Gap: In what ways could your organisation benefit from tapping into this talent pool?

Consider the following:

- The impact on productivity, innovation, employee retention
- Diversified and in-demand skills for the future workforce
- Increased customer representation
- The cumulative benefit to all employees

Example case study

An autistic employee working for Direct Line reviewed a failing process and implemented a training strategy which resulted in the pass rate increasing from 66% to 91%.

Question: Which areas of your business would benefit from alternative perspectives and solutions?

3

Risk of inaction

What is the cost to your company of doing nothing?

Factors to consider include:

- Employee Attrition
- Impact on Employer Reputation
- High Employee Turnover
- Cost of Replacing Staff
- Stagnant productivity

4

Link to company vision

- Link to your overall company vision, and/or broader D&I strategy.
- End on a high! Make this final statement inspirational and aspirational.
- End with a call to action (think about what you want the person to do after they've read this!)



“What will it cost you not to get the most out of your employees in terms of productivity, or to lose talent to more inclusive, attractive employers?”

What will it mean for your product innovation to miss out on the ‘diversity of thought’ that neurodiversity can deliver, and that other firms are setting themselves up to benefit from?

And what might not understanding the needs of your customers cost in terms of lost revenue, and even brand reputation?” (Neurodiversity at Work, CIPD).

How can neurobox support you?

We're able to support you put together the business case.

If you're just starting out on your neuroinclusion journey we'd recommend our **Strategy & Policy Development Workshop**.

Our experts will support you through the process of developing a strategy and operational plan, culminating in creating a policy for neuroinclusion within your organisation.

Upon completion of the workshops you'll have:

- A persuasive and compelling business case for the creation of a neuroinclusion policy.
- Gain clarity and confidence about the actions required to develop, along with the necessary processes to establish and monitor a neuroinclusion strategy.
- A clear understanding of what your neuroinclusion policy will look like and include.



All of our Consultancy & Audit services are carried out by Neurodiversity & Inclusion Lead, Dr Deborah Leveroy and/or Head of Occupational Delivery, Mark Woodward.

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