

Neurodiversity, Creativity & Entrepreneurship

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CEO

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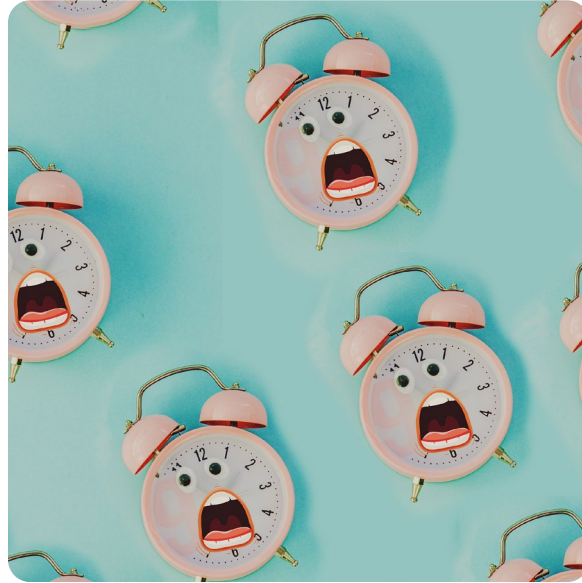
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As we know, one in five people are neurodivergent....



apart from the Edwardses bucking the trend....





Creativity, Entrepreneurship & my ADHD

- Creativity and ideas
- Blue sky thinking and strategy
- Hyperfocus
- Enthusiasm

But also...

- Spinning plates
- Completing/finishing
- Stress, anxiety, long-held self-beliefs & perceptions
- Procrastination, rejection & perfectionism

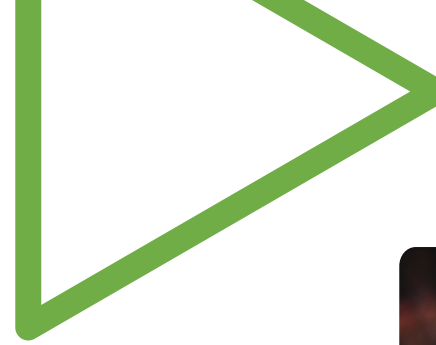


What works for me

- A community – and what a community!
- Claire Butcher – THE coach who just 'gets it'
- Informal mentors
- Network partners

The Power of Entrepreneurial Creativity and (Neuro)Diversity

- 15-20% of the UK population are neurodivergent
- 15% of employed people are registered disabled in the UK
- ND in business on the agenda – gap for self-employment
- 4.2m self-employed
- 17% of self-employed are registered disabled in the UK
- Better data – it's messy!
- Showcasing talents and exposing challenges
- Better showcasing, support and promotion of ND business
- Better funding for academic research



The Research

“...certain traits associated with neurodiversity, such as intense focus, attention to detail, and pattern recognition, can be advantageous for entrepreneurs”.

Jack, S.L., Howcroft, D., Hamilton, C. (2011) ‘The Entrepreneurial Personality: A Social Construction’

“..the traditional workplace may not fully accommodate their strengths, making entrepreneurship an appealing option”.

Nelson, A. & Broschak, J.P. (2019)
‘Autism, Entrepreneurship,
and the Paradox of Disability’

“..there is a significantly higher incidence of dyslexia in entrepreneurs than in the corporate management and general US and UK populations and some of the strategies they adopt to overcome dyslexia (such as delegation of tasks) may be useful in business”.

Logan, J. & Harrington, R.W. (2006) ‘Dyslexic Entrepreneurs: The Incidence, their Coping Strategies and their Business Skills’




The Research

“Entrepreneurs with ADHD demonstrated significantly higher levels of entrepreneurial alertness, a mental schema conducive to opportunity identification, than those without ADHD”.

Moore, C. B., McIntyre, N. H., & Lanivich, S. E. (2021). ‘ADHD-Related Neurodiversity and the Entrepreneurial Mindset’.

“..it may be possible to understand how and why some entrepreneurs with ADHD symptoms overcome their disadvantages to manage successful companies”.

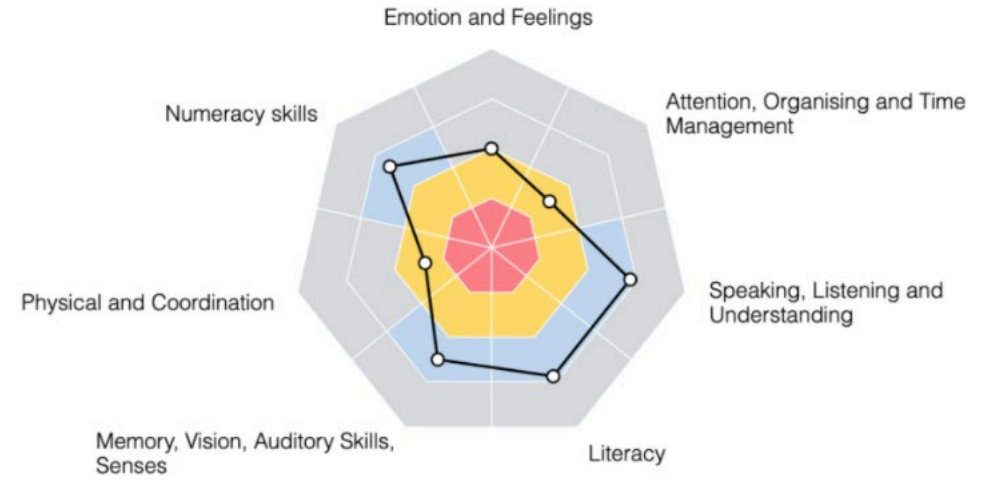
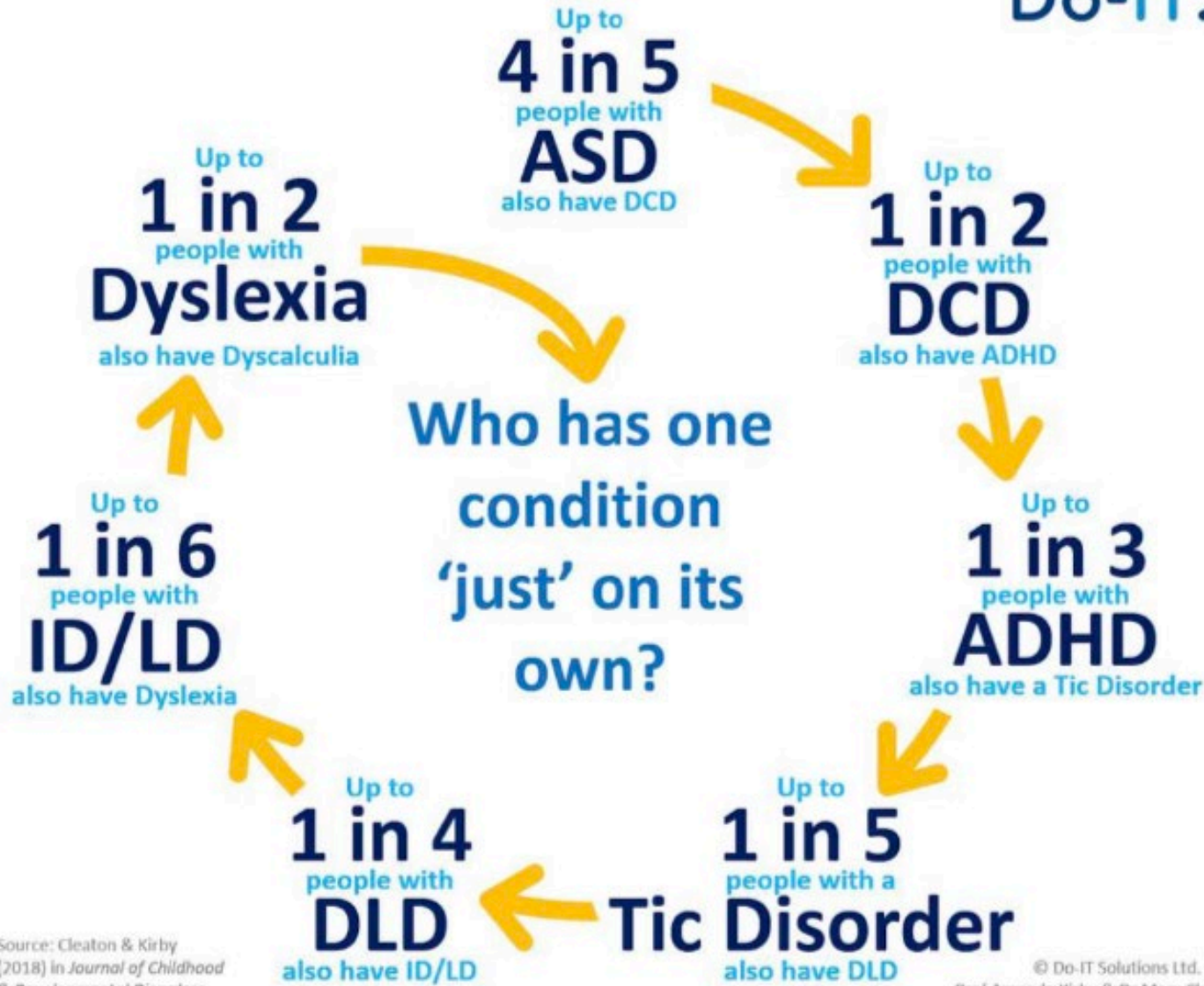
Gong J, Xu Z, Wang SX, Gu M, Ong P, Li Y. (2022). Established and Nascent Entrepreneurs: Comparing the Mental Health, Self-Care Behaviours and Wellbeing in Singapore’.



“entrepreneurs with ADHD may possess unique strengths and motivations that contribute to their success”.

Wilkund, J., Tornikoski, E.T., Brandt, J. (2018) ‘Entrepreneurial Motivations and Personality Traits: A Comparative Study of ADHD and Non-ADHD Entrepreneurs’

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Source: Cleaton & Kirby (2018) in *Journal of Childhood & Developmental Disorders*, vol. 4, Issue 3, p. 1-20.

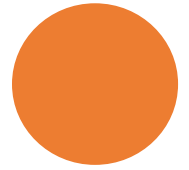
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The NEA mission

- Bringing together a wide range of conversations about two very broad areas - and the exciting things that can happen when they are brought together.
- For anyone with an interest in the area
- We establish the research base for the area, connecting academic researchers and showcasing global research;
- We celebrate neurodivergent entrepreneurship and self-employment;
- We will inform policy and practice in the area of neurodiversity and entrepreneurship.
- We will become the 'go to' place for information about neurodiversity and entrepreneurship.
- Based in the UK, the Association has a global reach.



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For Academia

- To connect academic researchers in the area with a view to collaboration and partnership
- To showcase academic research in the area that is taking place worldwide
- To source publication opportunities for members
- To share best practice in enterprise education



Enterprise
Educators
UK



For Entrepreneurs and Businessowners

- To provide customized and bespoke business support, coaching, training and mentoring
- To celebrate the work of neurodivergent self-employed entrepreneurs
- To provide advice and guidance about neurodiversity and entrepreneurship
- To connect neurodivergent entrepreneurs/businessowners at any stage in the business process



For Policymakers

- To inform policymakers about neurodiversity and entrepreneurship
- To influence positive change to support neurodivergent entrepreneurs



Join us!

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