



ION

Institute of Neurodiversity



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Corporate Culture changes needed for ND contributions



Neurodivergent people can have heightened productivity under the right circumstances.

putting birds in a cage and expect them to fly is not that.....



Corporate Culture changes using a movement



How to identify a movement

Changing company culture with a movement requires thought.

Movements grow from a base of emotion.

A general unhappiness with the way things are can expand into a small group of people who care.

From there, their victories can grow, and with each person seeing them succeeding, their movement expands.

Successful movements find the influence of current social influencers and leaders, who help create change at a formal, structural level.

How do you lead a cultural change?

While a leader may not be the first person to incite a movement, their **influence can start emotions** if used correctly.

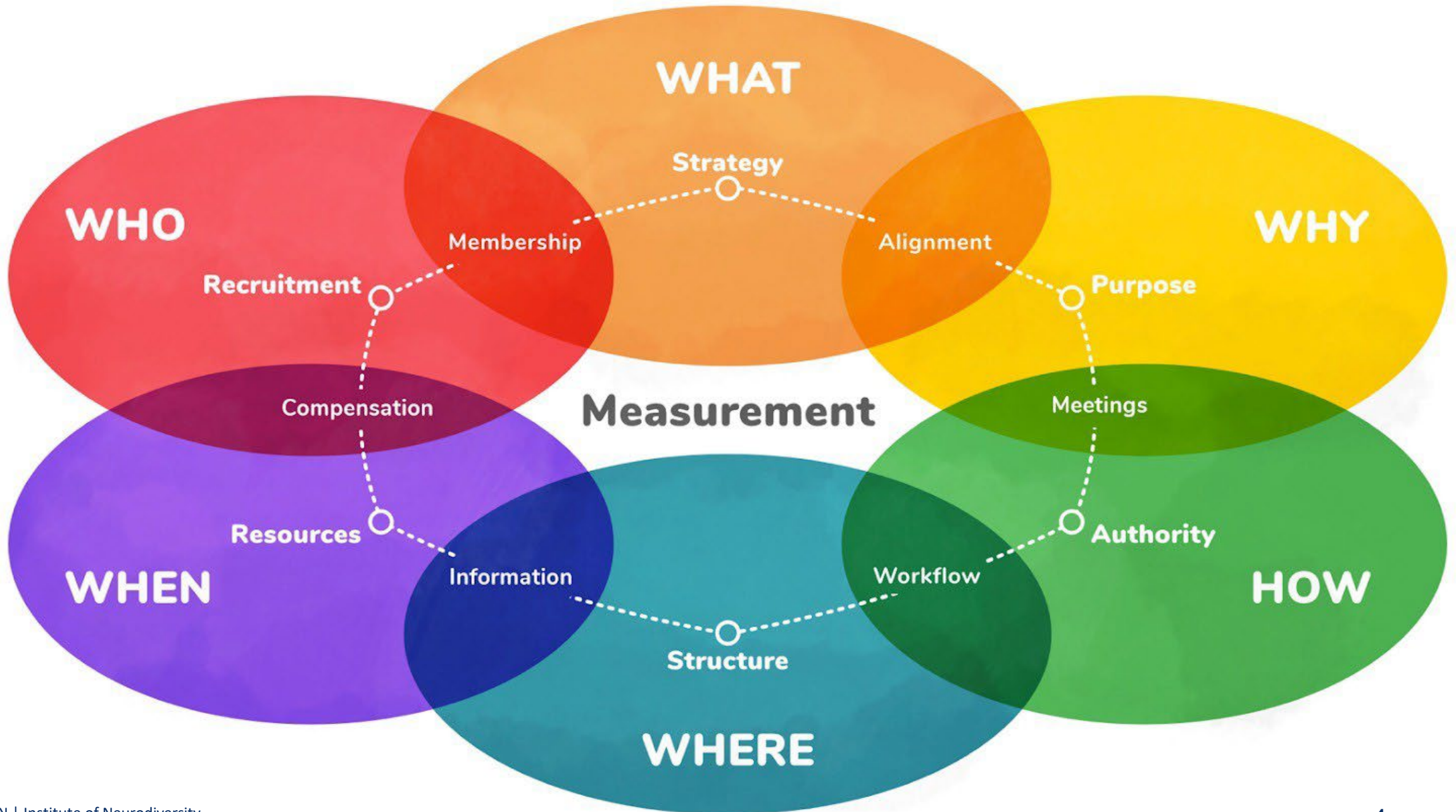
Leaders need to stir up passions, making people feel an inextinguishable **desire to create change**.

They are creating a call that asks employees to look beyond themselves **for the good of others**.

To inspire people, it is important to share the little victories showing that movement based change is working.

Those who are sitting on the fence may become motivated by proof that they will be on the right side.

Highlight and appreciate the successes or actions that are already achieving that goal so employees can see the direction the company wants to take in action.





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Thank you

