



Universal Design to personalisation in the workplace

PROF AMANDA KIRBY

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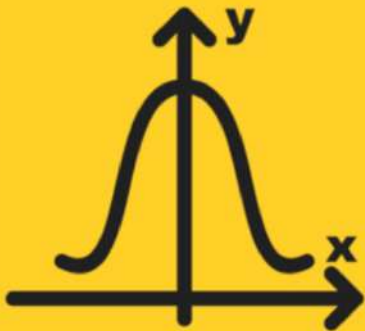


Collage of awards and recognitions including:

- Ygeabstract BOOK AWARD Learning Impact 2022 (SHORTLISTED)
- INCLUSIVE TOP 50 UK EMPLOYERS
- HR Most Influential 2022 Thinker
- Think Women's 40 Outstanding Global Women 2023 - Professor Amanda Kirby, Do-IT Solutions
- Disability Confident LEADER
- NEURODIVERSITY EDUCATION
- neurodiv friendly
- NEURODIVERSITY AT WORK: Drive innovation, performance and productivity with a neurodiverse workforce (THEO SMITH AND AMANDA KIRBY)
- Entrepreneurial 100 Women

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Who is normal?

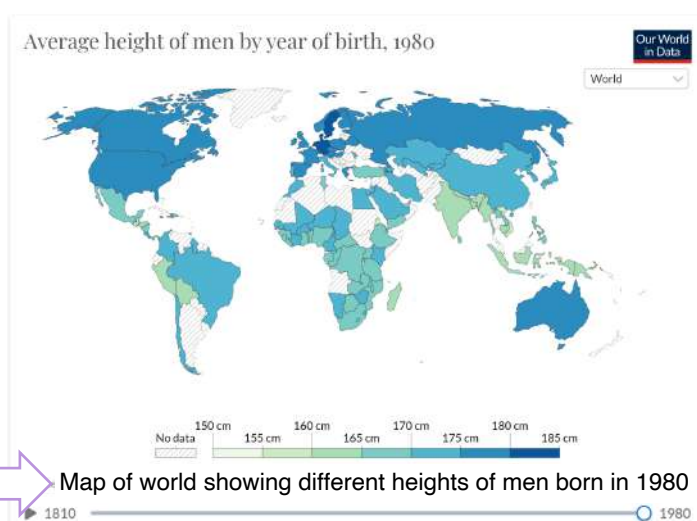


"Normal is not something to aspire to, it's something to get away from."
- Jodie Foster

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What does average really mean?

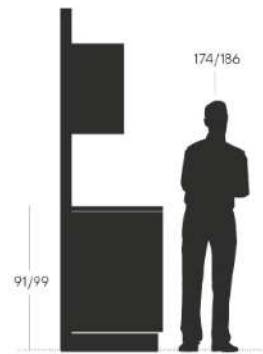
- Average age to walk 11-13 months.... I was 22 months old!
- Einstein didn't talk in full sentences till he was 5 years old!
- Average height varies across the world.



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We often design our environments by rigid specifications... e.g., kitchens, desk heights..

- In the UK, more than 40% of people over 50 years old have hearing loss, rising to more than 70% of people over the age of 70
- **1 in 3** people are short-sighted
- **1 in 12** males are colourblind
- **10% of people** in the UK write with their left hand
- 162 cms. is the **average women** in the UK



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What is neurodiversity?

Our brains (**neuro-**) naturally vary from person to person (are **diverse**) and are a part of human variation.

We all think, move, act, process information and communicate differently

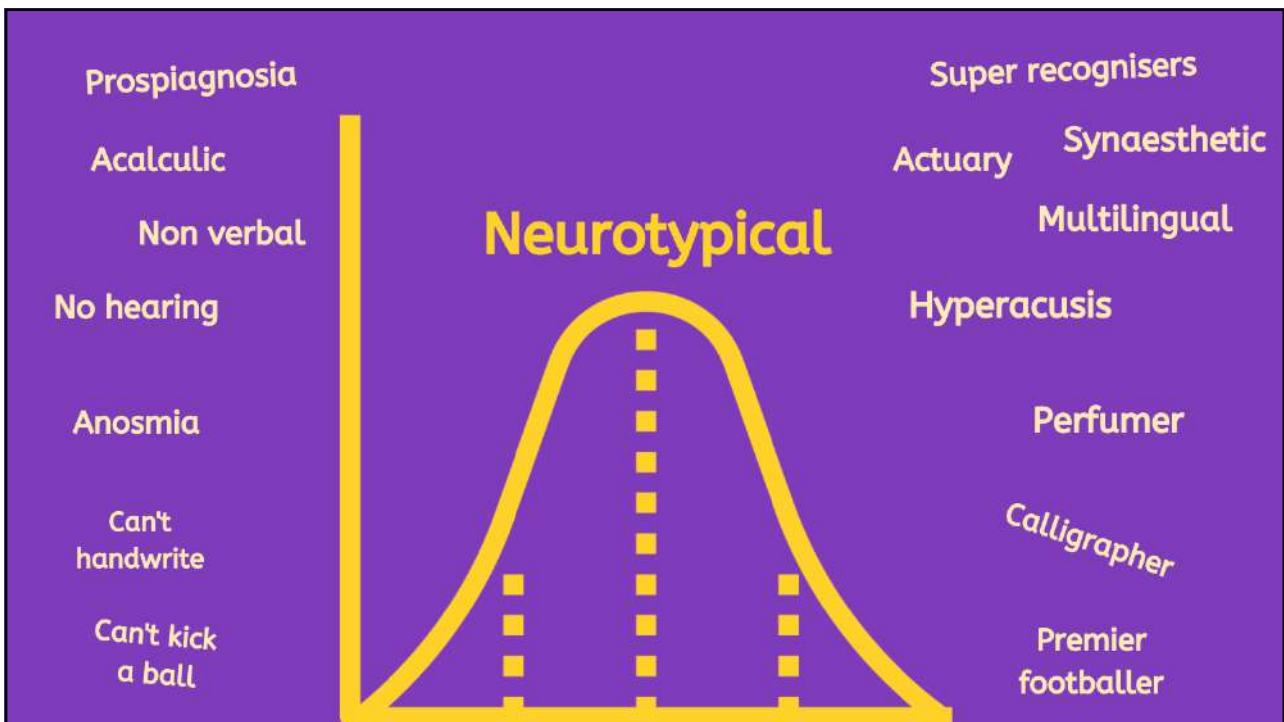
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If 15-20% of people do things differently, why do we keep wanting to leave them out of the workplace, or create barriers to their potential success despite having skills that we need?

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Employment **IS** changing.... New jobs are arising



“Analytical thinking and creative thinking remain the most important skills for workers in 2023”.

WE Forum 2023

Drone traffic optimizer

Earthquake forecaster

Organ creator

Autonomous car mechanic

Metaverse planner

Algorithm bias auditor

Biofilm installer

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“I believe that more autistic individuals would be able to demonstrate their knowledge and skills effectively if the NHS was more flexible in its job application processes.

“For example, rephrasing the question when the answer given isn't the one that was expected.

Autistic man to receive £20,000 from NHS after refusal of job interview adjustments

By John Pring on 7th September 2023
Category: Employment

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Universal Design principles

Universal Design for Learning is an approach to providing instruction aimed at meeting the needs of all participants when learning and participating.. **It is NOT about fixing the person!**

It is based on 3 primary principles of providing which I have adapted for the workplace

- **Why** engage
- **What** does we need to do to open the door for all?
- **How** do we make the environment work for all

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Start by inclusive BUT equitable approaches

- Recognising not the same for all...
- We need to create a **common language** between agencies
- Be anticipatory in our approaches
- Inclusive training for SLT and Managers rather than using the medical model

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Key advantages for utilising Universal Design

- Broader talent pool
- Increased productivity, better team cohesion and communication
- Better creativity
- Legal compliance:
- Enhanced reputation
- Employee satisfaction and retention

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Impacting on performance

- 11 studies have shown a relationship between environmental factors or sensory adjustments and various performance-related outcomes
- 8 studies reported a relationship between enhanced performance and environmental modifications. These modifications included reducing light brightness and ambient noise, sound dampening high cube, providing natural and incandescent light, control over light and temperature, expanding desk size, private office/room, office in a quiet corridor not so much 'human traffic' passing and alternatives to open-plan offices

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What's YOUR ecology?

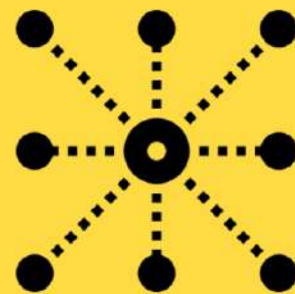
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Neurodiversity

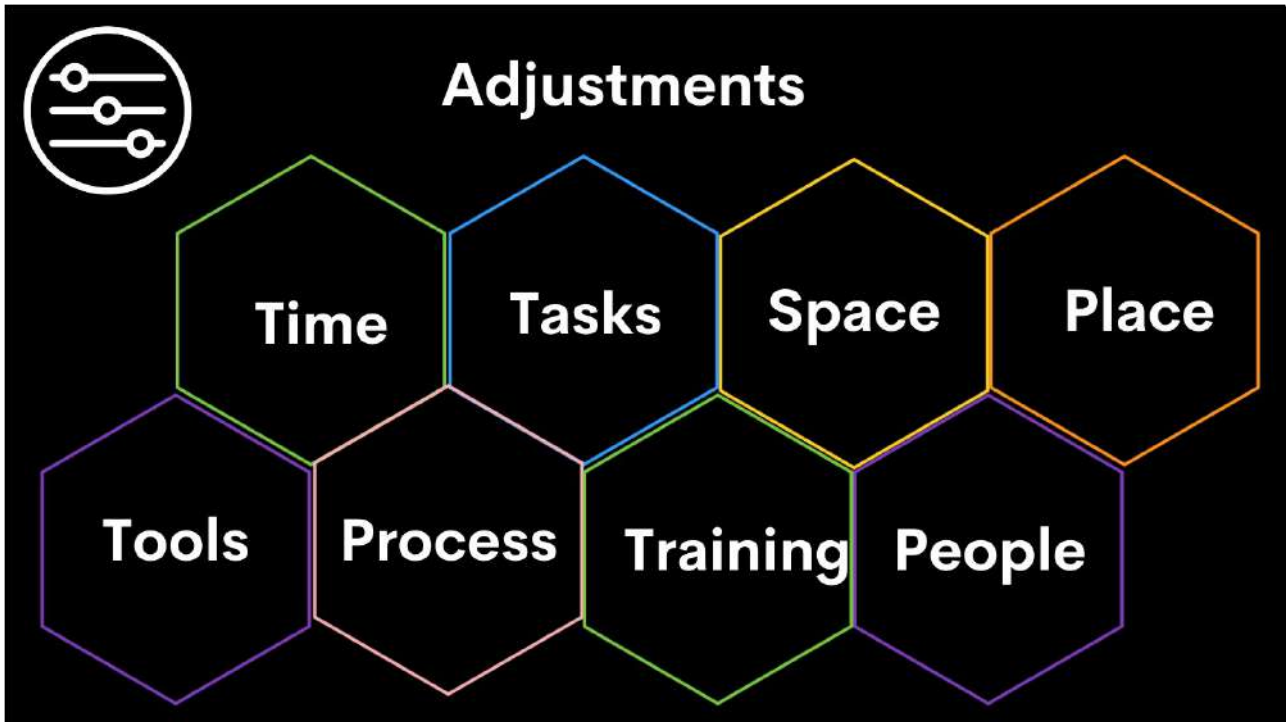
Universal design



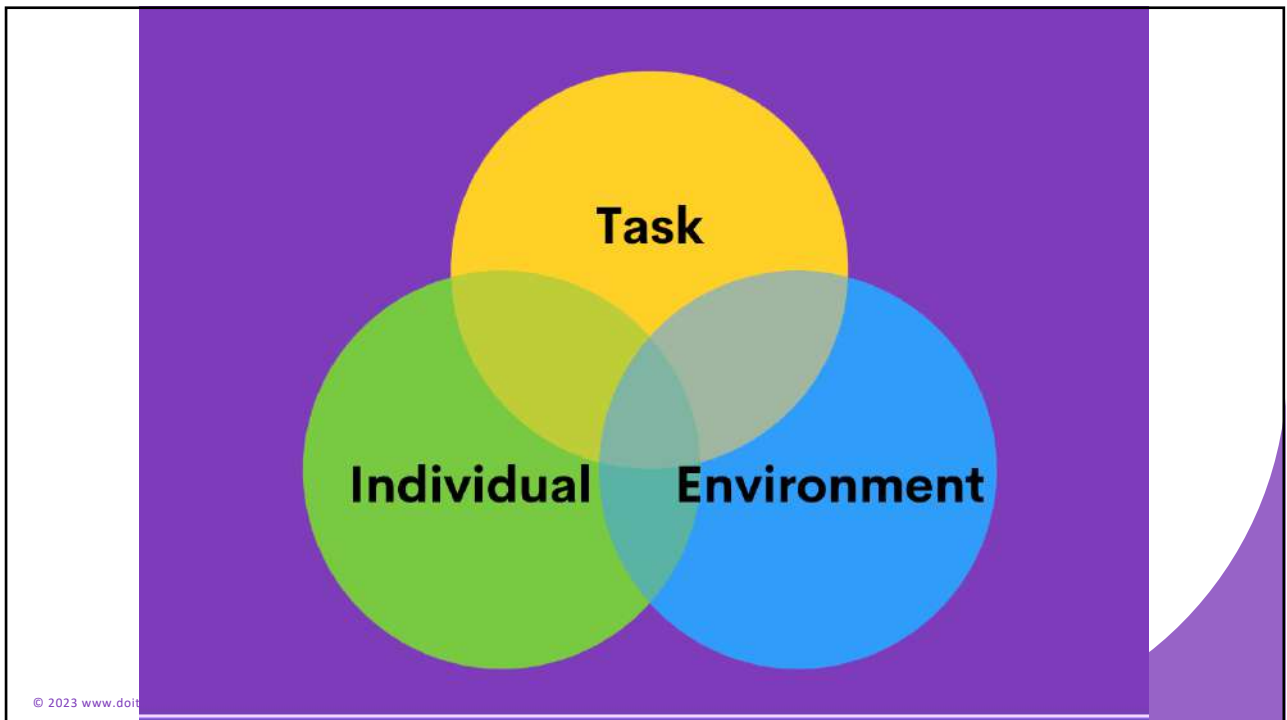
Person centred



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BSI Guidelines

PAS 6463:2022
Design for the mind – Neurodiversity and the built environment – Guide



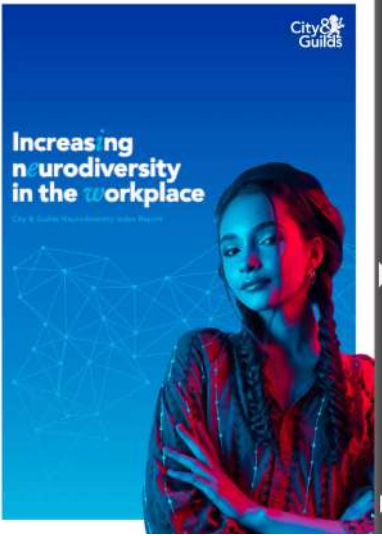

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TRANSPORT FOR LONDON BBC
BURO HAPPOLD Forbo FLOORING SYSTEMS bsi.

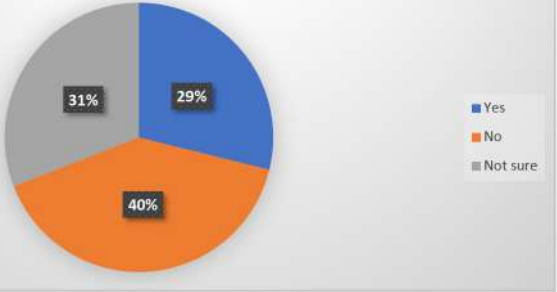
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Gain engagement from the top

March, 2023



Have leaders (senior management) in your organisation had any specific training relating to neurodiversity in the last 12 months?



Response	Percentage
Yes	29%
No	40%
Not sure	31%

<https://cityandguildsfoundation.org/what-we-offer/campaigning/neurodiversity-index/>

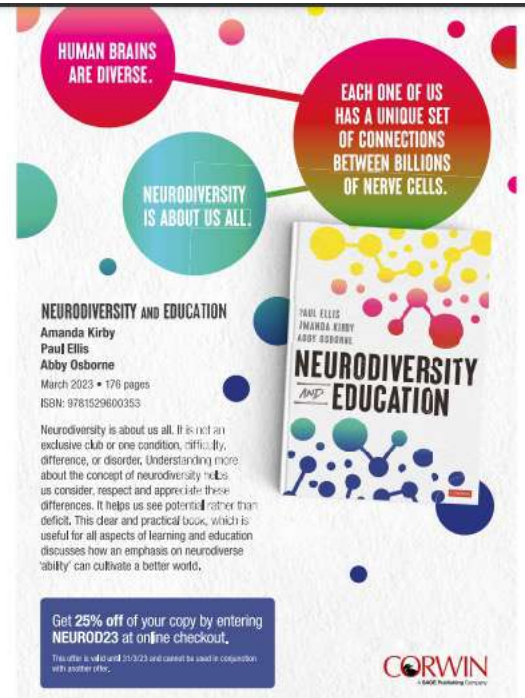
23% for HR managers and staff
29% for managers

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5 approaches to Universal Design for the Workplace

1. **Commit to accessibility and inclusion for all** – at all stages of the employment cycle; Ensure adjustments are available in a stigma-free environment
2. **Flexibility in work practices:** One-size-fits-all policies rarely accommodate everyone's needs.
3. **Inclusive communication:** Open channels for two-way feedback so that everyone, regardless of their neurotype, has a voice in workplace decisions.
4. **Sensory-friendly consideration** e.g., meetings, workspaces
5. **Ongoing education and training:** Managers and staff should receive training on neurodiversity and inclusive practices.

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NEURODIVERSITY AND EDUCATION
Amanda Kirby
Paul Ellis
Abby Osborne
March 2023 • 176 pages
ISBN: 9781529600353

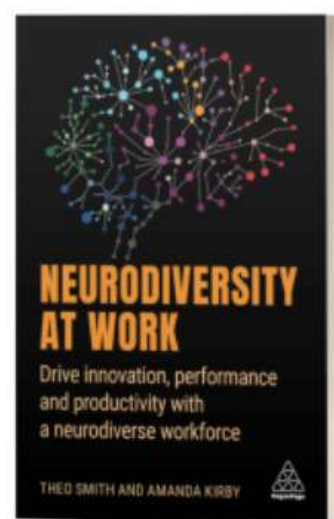
Neurodiversity is about us all. It is not an exclusive club or one condition, difficulty, difference, or disorder. Understanding more about the concept of neurodiversity helps us consider, respect and appreciate these differences. It helps us see potential rather than deficit. This clear and practical book, which is useful for all aspects of learning and education discusses how an emphasis on neurodiverse 'ability' can cultivate a better world.

Get 25% off of your copy by entering **NEUROD23** at online checkout.
This offer is valid until 31/03/23 and cannot be used in conjunction with another offer.

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Diversity, Inclusion & Equality Book 2022

Winner



NEURODIVERSITY AT WORK
Drive innovation, performance and productivity with a neurodiverse workforce
THEO SMITH AND AMANDA KIRBY

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Further reading

- <https://www.microsoft.com/design/inclusive/>
- CAST: http://www.cast.org/index.html#.Xf2_tRdKg6g
- Center for Innovations in Teaching and Learning: <https://citl.ucsc.edu/teaching-resources/>
- The Center for Universal Design in Education: <https://www.washington.edu/doiit/programs/center-universal-design-education/overview>
- UDL Universe at <http://udluniverse.com/>
- UDL in higher ed http://udloncampus.cast.org/page/udl_landing
- <https://www.ahead.ie/udl-digitalbadge>
- BSI Guidelines 2022 <https://knowledge.bsigroup.com/products/design-for-the-mind-neurodiversity-and-the-built-environment-guide/standard>
- Physical workplace adjustments; systemic review: <https://knowledge.bsigroup.com/products/design-for-the-mind-neurodiversity-and-the-built-environment-guide?version=>
- <https://uxdesign.cc/inclusive-design-guide-7-principles-of-designing-for-the-autistic-community-1e6dcd4bae85?gi=5c1f52e814ef>

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