NeuroDiversity Association Hong Kong
腦力多元協會
June 2026

THE NEUROINCLUSIVE ADVANTAGE

HOW NEUROINCLUSION CAN UNLEASH INNOVATION AND CREATE A COMPETITIVE EDGE

Neurodivesity may be one of the most underutilized assets in developing breakthrough ideas and business strategies.

by Deloitte, 2024





Opening Insights: The Innovation Opportunity

"I think that a lot of innovation that's already happened has been driven by neurodiverse people, and we just don't realize it."

— Vice President, Global Financial Institution

3x Cognitively diverse teams solve problems faster.

75% More likely to bring new ideas to market.

87% More likely to make better decisions.

Neurodiversity Is Business's Most Underutilized Asset

An estimated 15–20% of the global population is neurodivergent. Yet this vast pool of cognitive talent remains largely untapped. Neurodivergent individuals — including those with ADHD, autism, dyslexia, and more — bring distinct thinking styles that can fuel breakthrough innovation when organizations create the right conditions for inclusion.

Neurodivergent thinkers often excel at pattern recognition, systems thinking, and hyperfocus — cognitive strengths that directly map to innovation. Tapping into their talents and building neuroinclusive culture requires a proactive approach from both individuals and organizations. Increasing awareness and understanding of neurodiversity, as well as fostering an fosinclusive workplace culture, are crucial steps.

"If we're not pulling in these different perspectives, we could be shutting down brilliant future inventors, scientists, artists. Wouldn't that be a shame?"

Head of Enterprise Product Transformation, Deloitte Research

Neuroinclusive Innovation Requires Intentional Strategies

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Organizations including Microsoft, SAP, JP Morgan Chase and EY have invested in building neuroinclusive culture as a comeptitive strategy, not a compliance exercise.

SAP's Autism at Work Programme Retention Rates of 90 - 94%

JP Morgan Chase reported teams being up to 48% faster and 92% more productive in specfic roles.

Six Innovation Drivers of Neurodiversity

Human Enabling Levels

Driving neuroinclusive innovation requires intentional and focused strategies on two levels: the human - enabling level where necessary relationships and trust are to be met, and the organization - enabling level where infrastructure supports provide foundational processes and systems.

Normalize Different Thinking Styles and Learning Modalities

Encourage voluntary disclosure of diverse thinking styles and learning modalities to help all employees feel the safety and comfort to think and learn differently. This approach normalizes the idea that there is no one right way to innovate. This enables the organizations to get the best ideas out of a wider range of thinkers too!

Set New Communication Norms

With diverse thinking styles and learning modalities, there may be various communication preferences. Understand that multiple ways of communication are all equally valid, even if some are less common or unexpected. A unified communication method can be a burden to spark new ideas, and the wider channels of communication may enable ideas to be exchanged more freely and intuitively.

Build Innovative Networks

Build innovative networks around neurodiverse talent so ideas gain buy-in, supporters, and momentum to become real products. Create roles like an "innovation champion" or communication partner to help innovators navigate collaboration and presentations, reducing social-skill barriers while amplifying their impact.

Organizational Enabling Levels

Rethink Tranditional Approach

Innovation can be neuroinclusive when organizations use varied ways and models. Open innovation, partnering across internal and external levels, expands the idea ecosystem beyond usual decision - makers. Inclusive innovation labs can be think tanks where unconventinonl ideas are tested and refine; moving innovation from permission to practice.

Design Universal Communal Supports

Many communal supports require relatively little cost but can deliver big gains. Body doubling can be done in person or virtually. Organizations can also offer structured sessions for scheduled and predictable support. Advanced tools, such as AI or machine learning, can also create adaptive work environments that support innovation for everyone.

Reward Diverse Thinking

To sustain inclusion, redesign performance metrics to value diverse thinking and problem-solving. Reward creativity and collaborative innovation rather than narrow outputs. Where possible, highlight leaders who effectively empower neurodiverse teams while delivering strong results. Build organizational awareness by showing the benefits of neuroinclusive teams in action.

Reference:
Golden, D., Sniderman, B., Buckley, N., & Holdowsky, J. (2024, July 12). The neurodiversity advantage: How neuroinclusion can unleash innovation and create competitive edge. Deloitte Insights. Golden, D

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NDAHK is a non-profit organization dedicated to advocating for neurodiversity awareness to the general public through collaborative partnerships and initiatives. Your participation matters, join us!

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Why Neurodiversity Is Business's Most Underutilized Asset

An estimated 15–20% of the global population is neurodivergent, representing approximately 17% of today's workforce. Yet this vast pool of cognitive talent remains largely untapped. Neurodivergent individuals — including those with ADHD, autism, dyslexia, and more — bring distinct thinking styles that can fuel breakthrough innovation when organizations create the right conditions for inclusion.

Neurodivergent thinkers often excel at pattern recognition, systems thinking, and hyperfocus — cognitive strengths that directly map to innovation.

Addressing these issues likely requires a proactive approach from both individuals and organizations. Increasing awareness and understanding of *neurodiversity, as well as fostering an inclusive workplace culture, are crucial steps.*

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