

#NoLearnerLeftBehind

Checklist

# How to attract Neurodiverse talent

A simple checklist for increasing diversity and inclusivity in your organisation.

# How to attract Neurodiverse Talent

At Cognassist our mission is simple: to make sure no learner is left behind.

We've created the Neurodiversity Index to help all learning providers improve their ability to attract neurodiverse talent and learners.

To make sure organisations are best equipped to attract neurodiverse talent and break down the barriers to success these learners face on a daily basis.

Our index is created by asking key questions that focus on three core parameters: vision, user experience and neurodiversity awareness.

## 1 Vision

Does the provider clearly demonstrate they're passionate about building a diverse and inclusive workforce? Do they cater for accessibility? And do they have a statement of disability confidence?

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## 2 User Experience

Is the providers website genuinely accessible? Do they have a variety of engagement channels? Does their website cater for neurodiverse learners?

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## 3 Neurodiversity Awareness

Does the provider use inclusive terminology? Do they have case studies of Neurodiverse learners? And do they mention tools and support for the learners who need it?

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We hope that we can expand awareness and improve the impact that all providers can have on Neurodiverse learners – by removing barriers at the first step of the journey - applying for education/work.

At Cognassist, removing barriers to education and learning is of the upmost importance.

We genuinely believe that by acting together we can remove these barriers and enable every learner to reach their full potential.

So we've built a simple checklist - for you to index your own organisation and drive real change.

# Vision

Does you clearly demonstrate you're passionate about building a diverse and inclusive workforce? Do you cater for accessibility? And do you have a statement of disability confidence?



## 1. Accessibility statement

A declaration that makes clear the level of accessibility across your website or app. Where there may be barriers, the statement informs the user of alternative routes to access.



## 2. Diversity and inclusion statement

A declaration that demonstrates your company's commitment to building an inclusive, varied workplace welcoming to people of all backgrounds. Much like a mission and values statement, the diversity and inclusion statement is clearly a guiding principle for your business.



## 3. Statement of disability confident employer

A declaration or statement showcasing that your business is promoting a culture of being Disability Confident.

# User Experience

Is your website genuinely accessible? Do you have a variety of engagement channels? Does your website cater for neurodiverse learners?



## 1. Supporting visual cues, directions and instructions

A call(s) to action that is clearly encapsulated and distinguishable from other page elements.



## 2. Information presented in small chunks

Small chunks of text and concise, readable paragraphs. Use of bullet points.



## 3. Plain style

A white or light background with 3 or less images. Plain fonts used. Recommended fonts include Times New Roman, Verdana, Arial, Tahoma, Helvetica, Calibri and FsMe.



## 4. Page responsiveness

The responsiveness of the text and content on the webpage when the user zoom's in or out on their browser.



## 5. Live chat option

A clear option to engage in a live chat with a (virtual or live) help assistant.

## 6. Phonecall option

A clear option to phone the organisation if help is needed.

## 7. Documents can be provided in alternate formats

There is an option for documents to be provided in a different format.

## 8. Searchable content

A function that allows users to find the specific content they are looking for.

## 9. Captioned videos

Videos that convert the audio content of the footage into text and displaying that text on screen.

## 10. Screen reader functionality

A software application that enables people with visual impairments to understand the content on screen. This is done by attempting to convey what people with normal eyesight might see on their display via non-visual means such as text-to-speech and sound icons.

# Neurodiversity Awareness

**Does you use inclusive terminology? Do you have case studies of neurodiverse learners? And do you mention tools and support for the learners who need it?**



### 1. Learner success stories

Case studies of learners with additional needs succeeding during their apprenticeship.



### 2. Inclusive messaging

Using inclusive terminology on the website such as diversity, neurodiversity, inclusion and accessibility.



### 3. Neurodiversity support tools mentioned

Mention of support tools for neurodiverse learners anywhere within the application process content.

