



FALLING UPWARDS

PSYCHOLOGY, CHANGE, GROWTH

THINKING DIFFERENTLY ABOUT DIFFERENT THINKERS

HOW BIG DATA, NEURODIVERSE INSIGHT AND
BUSINESS PSYCHOLOGY CAN TURN WORKFORCE
THINKING INTO STRATEGIC ADVANTAGE.

WHAT IT IS

Thinking Differently About Different Thinkers is a data-led diagnostic and insight tool built specifically to help organisations get more value out of people who think differently, especially neurodivergent individuals.

These individuals sometimes hold highly valuable capabilities like problem solving, systems logic, hyperfocus, and pattern recognition but are misunderstood, under supported, or placed in roles that don't let them thrive.

Our tool helps businesses:

- Understand what kinds of thinkers they already have
- Discover where strengths are being missed or underused
- Identify how to adapt roles, teams, or work conditions to get better performance
- Recruit and support neurodiverse talent more strategically

It combines:

- Psychological insight (how different brains work)
- Lived experience (what gets in the way)
- AI and structured data (to make patterns visible and decisions easier)

WHY IT MATTERS

Businesses and organisations face growing pressure to innovate from digital adoption to workforce shortages and new compliance demands. Sometimes, processes and cultures in these industries can be geared toward one way of thinking and working.

This can mean missed opportunities because different minds don't always fit the default mould.

Neurodivergent people can bring strengths that the industry urgently needs:

- Laser focus for digital workflows and data models
- Logical thinking for site sequencing, planning, and logistics
- Creative problem solving in fast changing project environments
- Detail oriented oversight in safety, compliance, or testing roles

Yet too often, these capabilities go unrecognised or the environment doesn't allow them to be expressed.

This tool helps teams see and activate those strengths and match them to the work that needs doing.

WHAT IT DOES

At its core, the tool is an insight engine powered by real data and behavioural patterns. It analyses how people think, work, and experience their roles and helps you make sense of that in a way that's practical and actionable.

The tool:

- Maps cognitive strengths to real world tasks and roles
- Identifies where people are under-used or poorly matched
- Flags friction points (like communication challenges or adjustment gaps)
- Generates role fit and innovation potential scores
- Helps you make changes that unlock performance, quickly and affordably

It's built for team audits, transformation planning, and strategic recruitment. Whether you want to better use your current workforce or bring in new minds, it gives you a clear picture of where the potential is, and what's stopping it from showing up.

HOW IT WORKS

The tool is powered by insight collected directly from neurodivergent individuals through coaching, mentoring, and structured feedback. These individuals have shared how they think, work, and experience recruitment and employment.

Insights collected include:

- **Strength areas:** systems logic, creativity, focus, analytical thinking
- **Working preferences:** team vs solo, structured vs flexible, verbal vs visual
- **Blockers:** fear of disclosing, lack of adjustments, poor communication match
- **Motivators:** clarity, autonomy, feedback, safety to contribute ideas

It uses this insight to generate:

- **Fit analysis:** what type of work best suits different thinking styles
- **Improvement plans:** what small changes would help teams thrive
- **Hiring suggestions:** which profiles you may be missing for specific types of work

You can apply this insight to current employees, new roles, or full team design.

WIREFRAME

DATA INGESTION



Begin with survey data, updated monthly to capture evolving workforce insights.

PERSONA CLUSTERING



Cluster respondents into personas by grouping preferences and reasonable adjustment experiences.

INNOVATION MAPPING



Map each persona to digital innovation solutions they are best suited to deliver (e.g. AI, UX Design, Data Science).

ANALYTICS DASHBOARD



Use an interactive dashboard to explore persona fit, adjustment mapping, and innovation roles.

ROLE MATCHING



Run simulations to match personas against specific roles, innovation goals and working preferences.

PREDICTIVE ANALYTICS



Forecast the impact of reasonable adjustments on productivity, wellbeing and role alignment.

SELF-ASSESSMENT



Benchmark organisational practices against industry standards for neuro inclusion and innovation potential.

HR INTEGRATION



Export recommendations, adjustment prompts, and role-fit insights directly into your HR system via API.

LIVE QUERIES



Use natural language queries to surface key insights from the dataset in real time.

PERSONA EXPLORER



Dive deep into each persona to understand core strengths, needs, and optimal role alignments.

ROLE SIMULATION



Simulate assignments and working conditions to identify where specific personas will excel.

SUCCESS STORIES



Present real-life examples and sector case studies that demonstrate the innovation potential of neurodivergent talent.

WHAT IT'S NOT

This is *not* a psychometric test or a diagnostic assessment. It doesn't label individuals or reduce them to a category.

Instead, it's a practical workforce strategy tool grounded in:

- Applied psychology
- Organisational design thinking
- Evidence from coaching, mentoring, and therapy work with neurodiverse professionals
- Real-world data

It helps leaders ask better questions:

- Are we getting the most from the brains in our business?
- What's being held back and why?
- Where can different thinking help us grow, improve, or de-risk?

WHAT YOU CAN USE IT FOR

Inside your current workforce:

- Run a light-touch audit to find underused strengths
- Understand why some roles or teams aren't working well
- Adjust job design or communication patterns to unlock performance
- Create psychologically safer environments to keep good people engaged

For new hires or recruitment rounds:

- Identify what kind of thinker would best suit a specific challenge
- Use a data-backed framework to onboard, brief or support neurodivergent employees
- Improve apprenticeship retention or digital team cohesion

IMPLEMENTATION STEPS

We guide you through:

1. **Discovery audit** - understand team dynamics and strategic needs
2. **Insights capture** - gather anonymised input using our structured format
3. **Algorithm analysis** - map cognitive patterns to your organisation
4. **Insight report** - visual summary of risks, gaps, and activation opportunities
5. **Workforce actions** - recommend role adjustments, support steps, and innovation matches
6. **Recruitment mapping** - help you design smarter briefs, or connect with matched candidates

WHO THIS IS FOR

- CEOs looking to future-proof their business
- Project and operations directors leading transformation
- HR leaders tackling talent retention and performance gaps
- Digital teams building innovation capacity from within
- Tier 1 contractors managing large, diverse, or blended teams

FOR MORE INFORMATION CONTACT:

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