



BUSINESS ANALYSIS CONFERENCE EUROPE

16 - 18 September 2024 London, UK

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Communication is a science



Communication is a science

This session is a safe space

Stand up, wiggle, say hello and shake hands/fist bump your neighbour.

We are not professionals but advocates of discovery



INTRODUCTION -

What we will cover:

- 1. Introductions**
- 2. Neurodiversity recap**
- 3. What is communication?**
- 4. Different types of communication**
- 5. What is a worldview?**
- 6. Importance of instruction**
- 7. How to advocate**

Question time

Slido.com - #1482423

Communication is a science - Introductions

Nicola

Evri

**Always felt different to everybody else
Never understood why I “couldn’t just...”
Feeling different, RSD and masking.**

**Decided to get a diagnosis after crying at my
desk because e-learning, and to prove I
wasn’t “just lazy”.**

2022 - GAD & Depression diagnosis

2023 - ADHD diagnosis

**Difficulties following diagnosis but I’ve now
embraced my mind**

Paul

HISCOX & NXTGN Ltd

**Life time of feeling out of place – Described as
daydreaming in school – Struggled with
spelling – Getting bored easy – terrible
sleeping – forgetful**

In 2019 I discovered I had DSPD

In 2021 I discovered that I had ADHD

In 2022 I struggled with severe depression

In late 2022 I discovered that I had Q-BPD

In 2023 I embraced my mind

Neurodiversity vs neurodivergent recap

Neurodiversity is an umbrella term used to describe differences in the human brain



Neurodiversity traits recap



**Extremes of a mental
continuum**

Neurodiversity science - How the brain works recap

A term that describes how a brain can differ from what is deemed as normal



- 1. Brain Structure and Function:**
- 2. Neurotransmitter Imbalances**
- 3. Cognitive Processes**
- 4. Compensation and Adaptation**

“The garden of my mind wasn’t weeded as thoroughly as others. As a consequence, I’ve managed to grow some unique flowers.”

What is Communication?

What is Communication

"Communication is the act of exchanging information, thoughts, feelings, and ideas between individuals or groups."

Verbal

Speaking, Listening

Tone, Pitch, Pace, Language

Non-Verbal

Body Language, expressions,
eyecontact, Listening

Gesture, Posture, Distance

Written

Text, Email, Letters, Social Media

Detail, Tone, Language, Format

Visual

Images, Videos, Symbols,
Diagrams

Graphic, Colour, Depiction

The same words or gestures can have different meanings in different contexts.

Communication methods - Hyperawareness

Hyperawareness of communication for neurodivergent individuals can be a strength and a challenge
Hyperawareness involves traits like being acutely aware of spoken words, body language, facial expressions, and environmental cues

Enhanced Empathy

Attention to Detail

**Heightened
Observational Skills**

**Creative
Problem-Solving**

**Elevated processing
of the conversation**



Sensory Overload

Anxiety and Stress

**Difficulty Filtering
Information**

**Misinterpretation of
Social Cues**

**Feeling of limbo or
impatient**

Communication methods - Difference

A neurodivergent person may be hyper aware of all the different types of communication.



Verbal

- Difficulty with spoken language or finding the right words.
- Challenges in understanding abstract language, idioms, or metaphors.
- Struggles with the rhythm, pitch, or pace of speech.

- High verbal memory in specialized topics of interest.
- High Creativity and Novel Expression



Non-Verbal

- Difficulty with interpreting body language, facial expressions, and social cues.
- Limited use of gestures or facial expressions when communicating.
- Overwhelming or masking/mirroring

- Enhanced focus on content over non-verbal cues.
- Ability to develop creative non-verbal communication strategies.

Communication methods - Difference

A neurodivergent person may be hyper aware of all the different types of communication.



- Difficulty with understanding written language or finding the right words.
- Challenges with misinterpretation or dealing with ambiguous text.
- Struggles with the lack of connection, and lack of body language.
- Can have more creative or direct writing styles
- Can be used as a memory tool (enhanced awareness to written word)



- Difficulty understanding - May not provide the correct level of detail, and may not understand if there is a hidden meaning.
- Overwhelming as visuals can be interpreted in many different ways, leading to social anxiety.
- Can communicate/interpret feelings and needs more
- Can have more abstract and creative visual designs

Communication methods - Handling communication

Coping mechanisms

- *Hair twirling*
- *Mimicking*
- *Affirmations*
- *Upfront clarifications*
- *Videos recording for meetings*
- *Safety to re-explain a point*
- *Have a safe person if struggling*
- *Offloading and sensor-checking reactions*



Verbal



Non-Verbal



Written



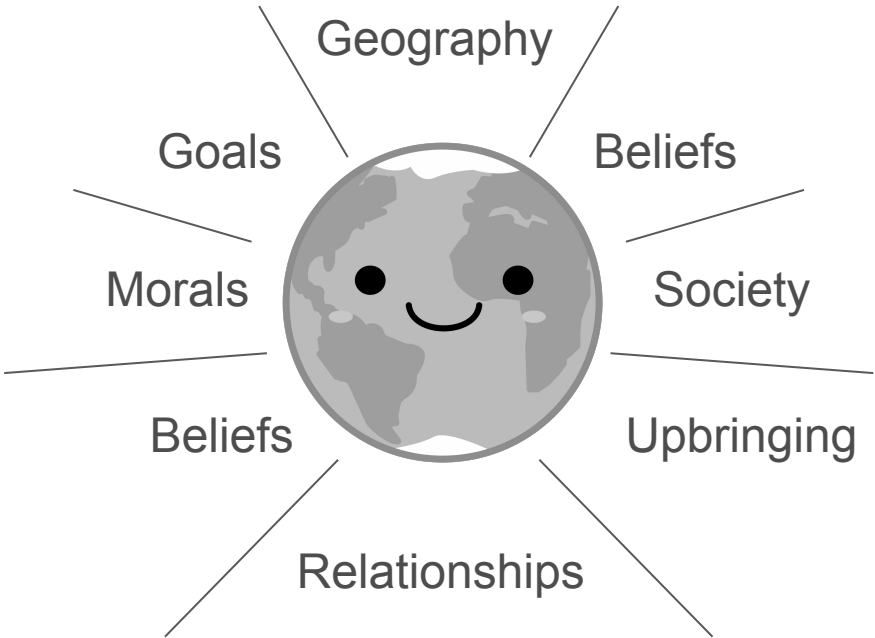
Visual

Encourage good communication

- *Visual aids / spaces between letters and lines*
- *Option cameras on or off*
- *Visual/video guides*
- *Have a safe person if struggling*
- *Upfront agendas*
- *Prioritise two-way communication*
- *Active listening*
- *Ensure everybody gets a voice*

**Communication methods -
Worldview**

IMPACTS



INFLUENCES

Communication - what a good conversation looks like



ACTIVE LISTENING

Listening attentively, being actively engaged



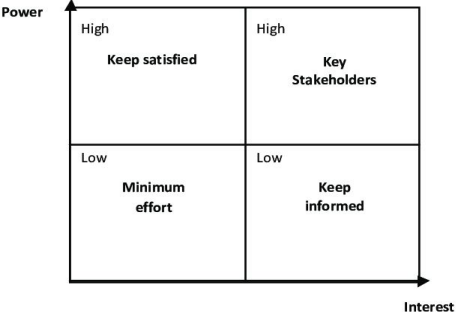
REASONABLE ADJUSTMENTS

Changes to reduce/remove a disadvantage



DOING YOUR OWN RESEARCH

Or approach with curiosity



Types of Stakeholders



WHAT

BY WHEN

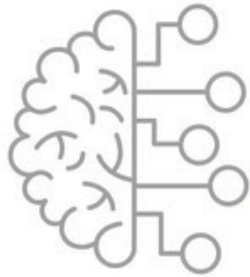
AND WHY

Communication - how to spot someone who is struggling



Irregular patterns of behaviours

Understand different worldviews



Specific neurodivergent behaviours

Communication - encourage others to advocate for themselves

WHAT ARE YOUR STRENGTHS?

WHAT ARE YOUR WEAKNESSES?

***WHAT WOULD HELP?
WHO COULD HELP?
BENEFITS***

Recap

"Communication is the act of exchanging information, thoughts, feelings, and ideas between individuals or groups."

- 1. Everybody's brain is different (neurodiversity recap)**
- 2. The differences between verbal, non-verbal, written and visual communication**
- 3. How neurodivergent thinking styles can influence communication**
- 4. Examples & traits of a good conversation**
- 5. How to spot if someone is struggling**
- 6. How to advocate for yourself & others**

Any Questions?



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