

DEI Efforts Must Account for Neurodiversity

If your brand is truly focused on connecting with all consumers, it needs to consider individuals with learning and thinking differences in its diversity, equity and inclusion (DEI) efforts. Marketers have realized the power and influence diverse consumers have—but they're missing the mark when broader DEI initiatives don't speak to the more than 70 million people with learning and thinking differences, such as ADHD and dyslexia.



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