

PITCH ANGLES & HEADLINE IDEAS

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PITCH ANGLE IDEAS:

- **PITCH IDEA: INTERVIEW-FOCUSED** (*Health and wellness, women's interest, neurodivergent media, Workplace media, Mainstream*)
 - A pitch written to attract mainstream digital, print, radio, and TV media as well as journalists, editors, and producers covering topics related to neurodivergence in the workplace

ALL HEADLINE IDEAS:

FAVORITE COMBINATION:

- ****NEURODIVERSITY 101 FOR MANAGERS: A NEW APPROACH TO DEIB****
Expert shares how companies can Empower the Creatives, Thinkers, and Innovators in Their Organization"

MAIN HEADINGS:

- **WORKPLACE: Embracing Neurodiversity**
- **BREAKING BARRIERS TO NEURODIVERGENT INCLUSION**
- **NEURODIVERSE, NOT ONE SIZE FITS ALL**
- ***THE UNTAPPED POTENTIAL OF NEURODIVERSE TALENT**
- ***FROM SERVICE CLIFF TO CAREER SUCCESS**
- ***CREATING A NEURO-INCLUSIVE WORKPLACE**
- ****THE NEURODIVERSITY EQUATION: BELONGING = EMPOWERMENT**
- ***BEYOND THE TECH STEREOTYPE: Neurodiversity Across Every Industry**
- ***A NEW PATH TO DIVERSITY, EQUITY & INCLUSION: Neurodiversity**
- **THE FUTURE OF WORK IS NEURODIVERSE**
- ***EMPOWERING NEURODIVERGENT EMPLOYEES: A NEW APPROACH TO DEIB**
- ***NEURODIVERSITY 101 FOR MANAGERS**
- **THE NEW DEFINITION OF DIVERSITY: Neuro-Inclusion in the Modern Workplace**
- ***CHAMPIONING NEURODIVERSITY IN LEADERSHIP**
- ***FROM CHALLENGE TO CHAMPION: The Rise of Neurodiverse Talent in Today's Workplace**
- **NEURODIVERSITY: THE UNTAPPED SOLUTION TO WORKPLACE INNOVATION**
- **REDEFINING WORKPLACE CULTURE THROUGH NEURODIVERSITY**
- ****BUILDING A NEURO-INCLUSIVE FUTURE FOR THE NEXT GENERATION**

- ***HOW TO CREATE INCLUSIVE WORK ENVIRONMENTS FOR NEURODIVERGENT EMPLOYEES**
- **SUPPORTING NEURODIVERGENT EMPLOYEES: BEYOND TOKENISM**
- ****NEURODIVERSITY 101 FOR MANAGERS: A NEW APPROACH TO DEIB**

SUB HEADINGS

- *"Why True Inclusion Requires Empowerment, Not Just Hiring"*
- *"Practical Steps for Managers to Drive Belonging and Success"*
- *"Why Today's Companies Must Prepare for the Growing Neurodivergent Workforce"*
- ***"Creating a Culture of Inclusion by Embracing Neurological Differences"*
- *"How Diverse Minds Lead to Creative Breakthroughs in the Workplace"*
- *"How to Build Workplace Systems That Drive Neurodivergent Success"*
- *"Why Companies Need Neurodivergent Leaders and How to Support Their Development"*
- *"How Companies Can Evolve to Support the Growing Neurodivergent Workforce"*
- *"Practical Strategies for Supporting Neurodivergent Employees and Fostering Belonging"*
- *How to Create Psychological Safety and Maximize Workplace Potential"*
- *"Integrating Neurodivergent Talent to Build Inclusive, Innovative Companies"*
- *"Why Supporting Neurodivergent Talent is the Key to the Future of Work"*
- ***"Empowering the Creatives, Thinkers, and Innovators in Your Organization"*
- *"How Inclusive Workplaces Can Unleash the True Potential of Neurodivergent Employees"*
- *"Actionable Strategies for Leaders to Support Neurodivergent Employees"*
- *"Bridging the Gap for Neurodivergent Job Seekers Beyond High School"*
- *"Unlocking Creativity and Innovation in the Modern Workplace"*
- *"Why Tailoring Support to Neurodivergent Employees Drives Success"*
- *"Creating Workplaces That Embrace Psychological Safety & Diverse Thinking"*
- *"How Companies Can Empower Neurodivergent Talent to Thrive"*

STORY ANGLES & TALKING POINT IDEAS:

- **Bridging the "Service Cliff" for Neurodivergent Job Seekers** *Explore the gap in services post-high school and how companies can step up to support career development for neurodivergent individuals.*
- **Why Companies Must Rethink Diversity to Include Neurodiversity** *Highlight the growing demand for companies to expand their DEIB efforts to support neurodivergent employees, who make up a significant part of the population.*
- **Neurodiversity as an Innovation Engine in the Workplace** *Examine how neurodivergent employees bring unique perspectives that foster creativity, innovation, and out-of-the-box thinking in industries that desperately need fresh ideas.*
- **The Forgotten Workforce: Neurodivergent Talent Beyond Software Engineering** *Challenge the stereotype that neurodivergent individuals only thrive in technical roles by showcasing neurodivergent employees across various fields such as art, philosophy, and literature.*
- **How to Create Psychological Safety for Neurodivergent Employees** *Offer actionable advice for managers and leaders on how to build workplaces where neurodivergent individuals feel safe, valued, and empowered to contribute their best work.*
- **Supporting Neurodivergent Employees Post-COVID** *Discuss how the pandemic has reshaped workplace practices and what companies can do to ensure neurodivergent employees thrive in a post-pandemic world.*
- **Hiring for Neurodiversity: What Companies Get Wrong and How to Fix It** *A deep dive into common mistakes companies make when hiring neurodivergent individuals and how they can create better recruitment and onboarding processes.*
- **Neuro-Inclusion as a Competitive Advantage** *Explore how companies that integrate neurodiversity into their cultures are seeing improvements in team dynamics, creativity, and overall innovation.*
- **Creating Neurodiverse Leadership in Organizations** *Why neurodivergent leaders are essential to modern business and how to support their rise within organizations.*
- **What Every Manager Should Know About Neurodiversity** *A guide for managers on how to understand and support neurodivergent employees, from flexible schedules to communication adjustments.*
- **Why Neurodiversity is the Missing Piece in Today's DEIB Strategies** *Explore how many companies overlook neurodiversity in their diversity, equity, inclusion, and belonging initiatives and how to change that.*
- **Beyond Awareness: How to Actively Support Neurodivergent Employees** *A step-by-step guide for companies to move beyond "awareness" campaigns and implement real changes in support of neurodivergent workers.*

- **The Future of Work is Neurodiverse: Are Companies Ready?** *With 20% of the population being neurodivergent, this angle explores whether companies are prepared for a workforce with diverse neurological needs.*
- **Neurodiversity in Leadership: How to Cultivate Neuro-Inclusive Leaders** *A look at how neurodivergent individuals can contribute to leadership and how companies can better nurture these leaders.*
- **Empathy and Curiosity: Keys to Supporting Neurodivergent Individuals in the Workplace** *Focus on how approaching neurodiversity from a place of curiosity and empathy can help create stronger, more inclusive workplaces.*
- **Supporting Neurodivergent Workers Beyond Token DEI Initiatives** *Highlight the importance of creating meaningful, long-term support systems for neurodivergent employees, not just token initiatives.*
- **Why the Future of Work Requires More Than AI: The Role of Neurodiversity** *Explore how neurodivergent employees' unique perspectives offer solutions AI cannot, emphasizing the importance of human creativity and emotion.*
- **Building Inclusive Workplaces: Practical Advice for Supporting Neurodivergent Employees** *Provide specific, actionable strategies for HR, managers, and executives on how to support neurodivergent employees effectively.*
- **The Growing Need for Neurodiverse Talent in Creative Industries** *Look at how industries outside of tech—like design, arts, and writing—can benefit from the untapped pool of neurodivergent talent.*
- **How Leaders Can Foster Neuro-Inclusive Cultures That Benefit Everyone** *Discuss the role of leadership in cultivating a culture that values and empowers neurodivergent employees, creating a more inclusive workplace for all.*