

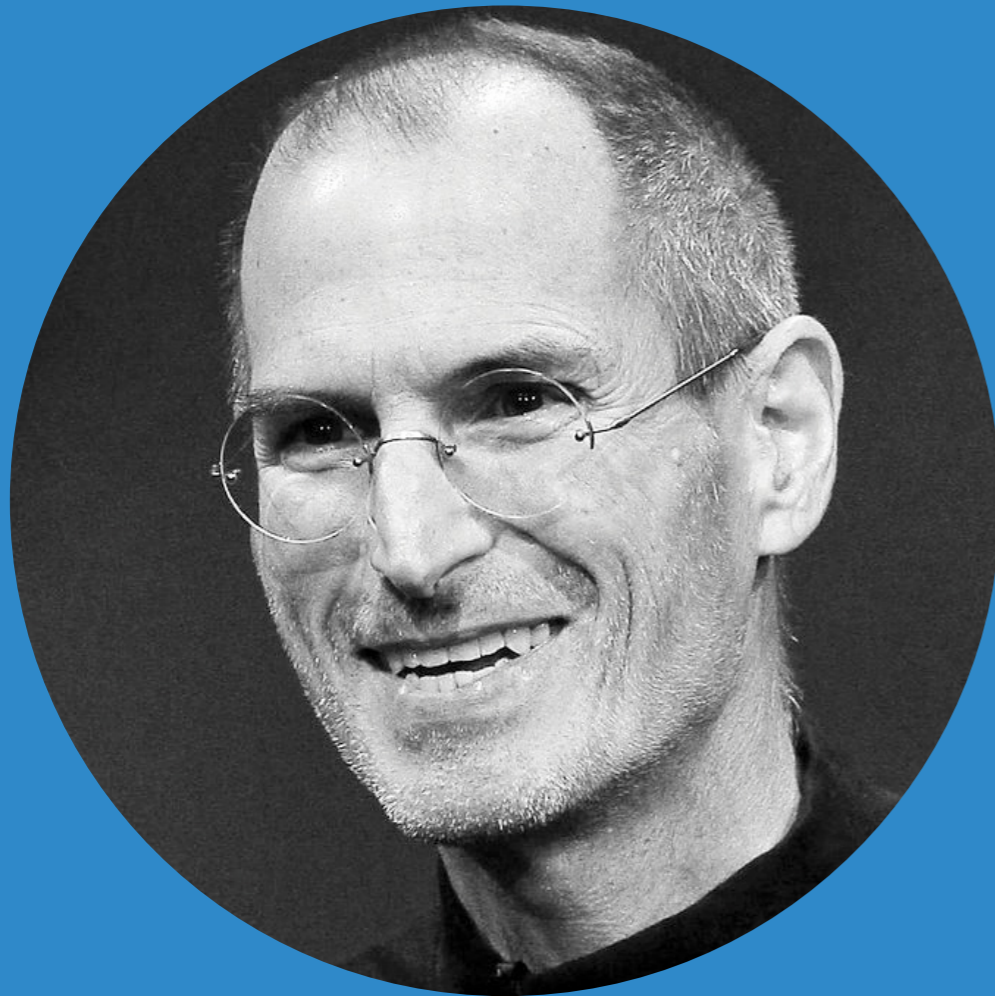


● ● ● MADE BY  
● ● ● DYSLEXIA

# COLLECTIVE ACTION

Empowering Dyslexic Thinking  
in every home, every workplace  
and every school

COLLECTIVE ACTION = Action taken together by a group of people and organisations whose goal is to achieve a common objective and bring about change.



“THE PEOPLE WHO ARE CRAZY ENOUGH TO THINK THEY CAN CHANGE THE WORLD ARE THE ONES WHO DO”

Steve Jobs #MadeByDyslexia



## WHO WE ARE

Made By Dyslexia, is a global charity led by successful dyslexics. We are the world's largest community of dyslexic people and their allies.

## WHY WE EXIST

Our mission is to teach the world the brilliance of Dyslexic Thinking, and to empower it in every home, every workplace, and **every** school. We're aligned with the UN Sustainable Goals, so we aim to achieve this by 2030.

## WHAT WE'VE ACHIEVED

Our bold campaigns, game-changing partnerships, impactful resources and inspiring events are redefining dyslexia, informing, teaching, and inspiring a global movement who are driving change with their Collective Action.

Our work with Virgin saw Dyslexic Thinking added as a skill on LinkedIn, and as a noun in the dictionary.

### dyslexic thinking

Dictionary.com

[ dis-lek-sik thing-king ] SHOW IPA ☆

*noun*

1 an approach to problem solving, assessing information, and learning, often used by people with **dyslexia**, that involves pattern recognition, spatial reasoning, lateral thinking, and interpersonal communication.

## DYSLEXIC THINKING SKILLS



Visualising



Imagining



Communication



Reasoning



Connecting



Exploring



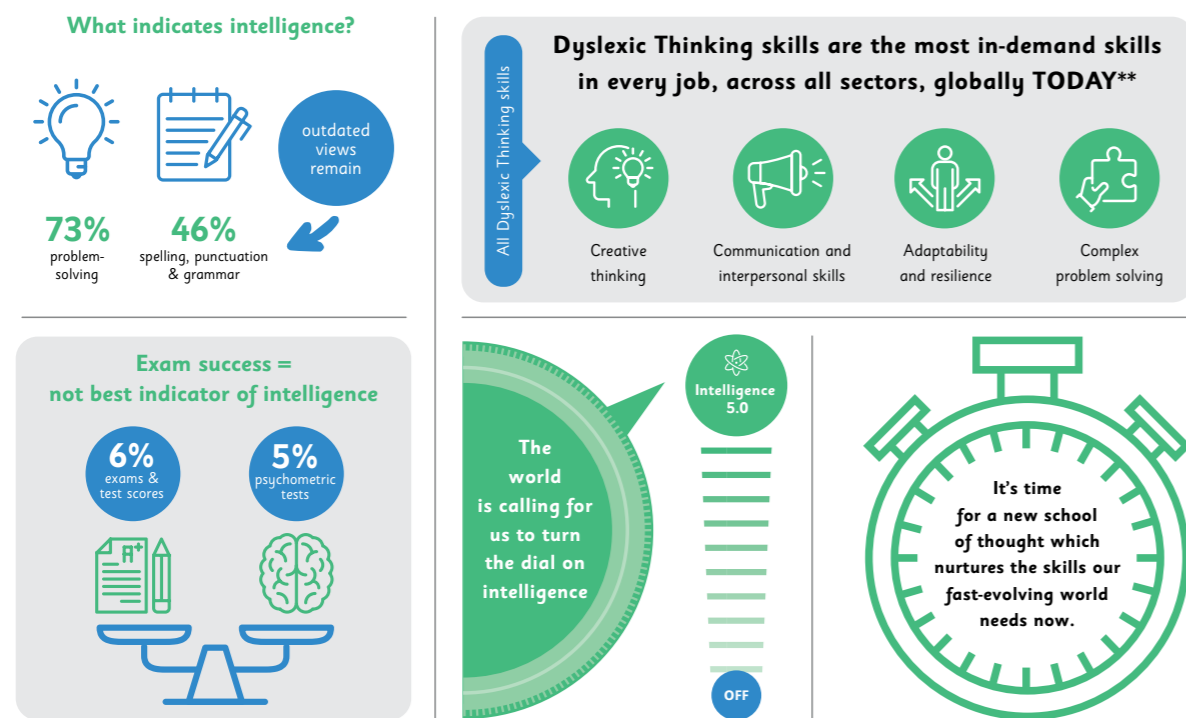
## THE WORLD NEEDS A NEW SCHOOL OF THOUGHT

As our Intelligence 5.0 report shows, the type of intelligence the world now needs is changing. Creativity, adaptability, complex problem solving are the skills ALL humans need to thrive alongside AI. These are the exact skills dyslexics have.

Research is telling us that **Dyslexic Thinking skills are the most sought-after skills in every job, across every sector, globally - NOW.**

Yet these skills are not currently identified or measured in education or workplaces. 80% of dyslexics leave school unidentified. Only 1 in 10 teachers understand Dyslexic Thinking skills. Just 1 in 5 dyslexics believe their workplace understands their Dyslexic Thinking skills.

## KEY FINDINGS FROM THE INTELLIGENCE 5.0 REPORT



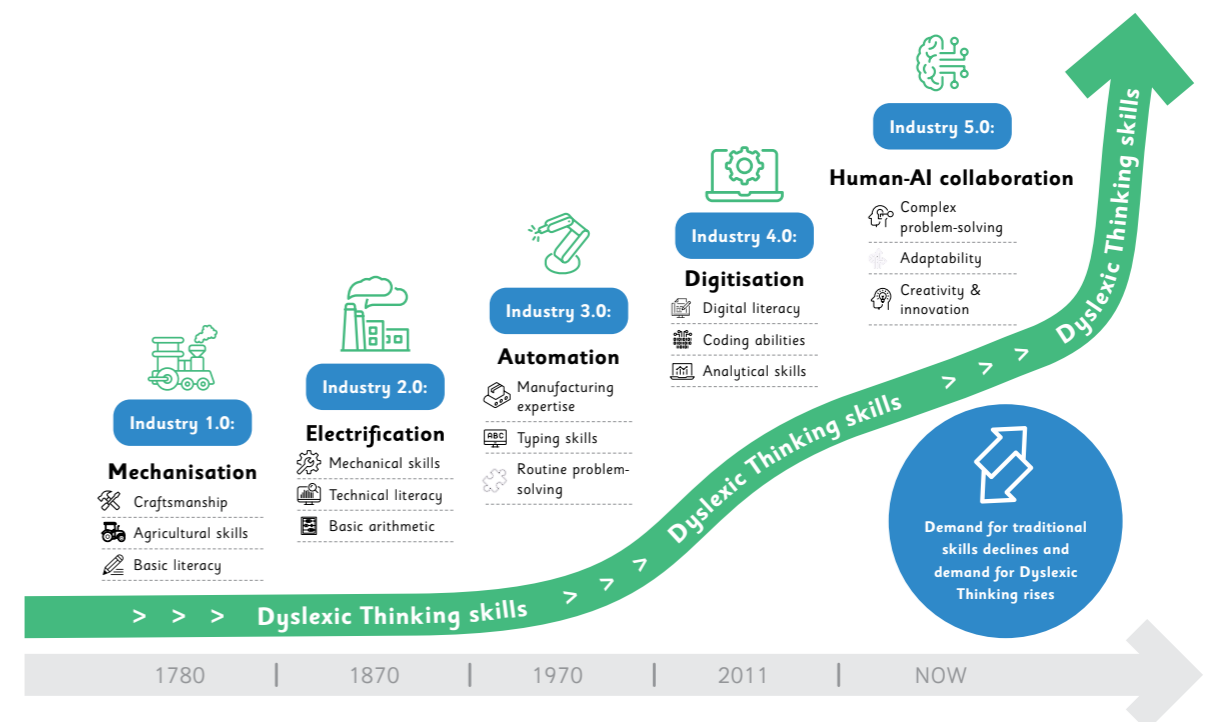
\*Data from Made By Dyslexia global research with YouGov, conducted May 2024. \*\*Data from Randstad Enterprise InDemand skills 2024.

While dyslexics have exactly the new intelligence needed to thrive in a 5th Industrial Revolution world (indexing highly in the skills that all humans need, and machines cannot replace), knowledge and views about dyslexia in society, in education and in workplaces is stuck in the 4th Industrial Revolution world.

The current exam systems measure dyslexic challenges, leading many dyslexics to fail standardised tests. In the UK, just 35% of dyslexics pass standardised tests at 16 (GCSEs) in English and Maths - meaning 65% are labelled as failures when they actually have exactly the type of intelligence our workplace needs.

We're failing to empower the very minds our future clearly needs, leaving no doubt we need a movement to teach the world a new school of thought.

## SKILLS DEMAND ACROSS INDUSTRIAL REVOLUTIONS





“THE WORLD NEEDS TO RETHINK THE HUMAN INTELLIGENCE NEEDED IN THE 5.0 WORLD. WORKPLACES AND EDUCATION MUST TRANSFORM TO VALUE AND EMPOWER DYSLEXIC THINKING, NOT DISADVANTAGE IT.”

Kate Griggs #MadeByDyslexia



## ORGANISATIONS IN ACTION



### Randstad Enterprise

Randstad Enterprise, the world's largest recruitment organisation, have been passionate partners of Made By Dyslexia and share our mission to empower Dyslexic Thinking in every workplace. As well as funding our work, they have shared our training across their business and with their clients - helping us to reach millions more workplaces worldwide. Next, we'll be partnering to create valuable tools and resources that help organisations further empower Dyslexic Thinking in the workplace.



# MADE BY DYSLEXIA'S 4 GLOBAL GOALS

## THE CHANGE THAT'S NEEDED

Our Global Goals describe the changes we want to drive for Dyslexic Thinkers over the next 5 years to achieve our mission and drive the societal and systemic change.

### GOAL 1 SKILL

#### DYSLEXIC THINKING TO BE SEEN AS A SKILL BY GOVERNMENTS, BODIES AND ORGANISATIONS, SCHOOLS, WORKPLACES AND SOCIETY – GLOBALLY

##### DISADVANTAGE

Currently in schools and workplaces right across the world, dyslexia is categorised as a disability and a learning difficulty.

Currently the 'disability' label and focus on 'remediation' limits others' expectations of us and limits our potential.

##### SKILL

In every school and workplace, dyslexia should be categorised as a valuable way of thinking, not a disability.

Our learning differences should be supported, and our Dyslexic Thinking recognised and empowered.



### GOAL 2 IDENTIFY

#### DYSLEXIC THINKERS TO BE SOUGHT AFTER AND IDENTIFIED IN EDUCATION AND THE WORKPLACE

##### HIDDEN

Only 4% of schools screen all learners for dyslexia so 80% of dyslexics leave school unidentified.

3 in 4 dyslexics hide their dyslexia at work because workplaces have a negative view of dyslexia.

##### SOUGHT AFTER

Every child is screened so every Dyslexic Thinker is identified and valued.

All organisations value Dyslexic Thinking, so all Dyslexic Thinkers promote it.



### GOAL 3 KNOWLEDGE

#### EVERY HOME, WORKPLACE AND SCHOOL TO BE EQUIPPED WITH THE KNOWLEDGE TO EMPOWER DYSLEXIC THINKING

##### LACK OF KNOWLEDGE

Only 1 in 10 teachers has a good understanding of Dyslexic Thinking skills.

Only 1 in 5 dyslexics believe their workplace understands their Dyslexic Thinking skills.

##### KNOWLEDGEABLE

All schools & teachers should be trained to understand the value of Dyslexic Thinking & how to empower it.

All workplaces should be trained to understand the value of Dyslexic Thinking & how to empower it.



### GOAL 4 EXAMS & TESTING

#### STANDARDISED TESTS AT SCHOOL AND WORK TO BE UPDATED AND TRANSFORMED TO RECOGNISE THE TYPE OF INTELLIGENCE INDUSTRY 5.0 NEEDS

##### FAILURE

96% say that standardised exams and recruitment processes disadvantage Dyslexic Thinkers, branding them failures, with no recognition of their valuable Dyslexic Thinking skills.

Only 6% believe exams and psychometric tests are the best indicator of intelligence.

##### SUCCESS

School testing & workplace recruitment processes should support Dyslexic Thinking, recognising Dyslexic Thinkers have the skills needed in every job, in every sector, globally - NOW.

Updated systems that measure the intelligence needed for the Industry 5.0 world, in education and work.



## COMMUNITY IN ACTION



### Angus and Jo – Yarrabah, Queensland

Angus and his mum Jo have taken our training into local schools in Yarrabah which serves the largest Aboriginal community in Australia. Teachers are being trained and they are also working with the Chamber Of Commerce and businesses to promote our workplace training. They connected with local Aboriginal artist Nathan who has made a traditional Aboriginal message stick about Empowering Dyslexic Thinking which is being passed across Australia and then onto the Native American community in the US, to begin our work there.



## NOW WE NEED TO TURBOCHARGE A GLOBAL MOVEMENT

To create the societal and systemic change the world needs, we need to turbocharge a global social movement, reaching policy makers, educators, business organisations, individuals and parents to create impact at scale and achieve our global goals by 2030.

## IT'S TIME FOR COLLECTIVE ACTION

Each small act can create a ripple, person by person, community by community, state by state and continent by continent, so it becomes a tidal wave of global change, created by those who learned the value of Dyslexic Thinking.

## THREE STEPS TO CREATE CHANGE



**Learn**  
Learn about  
Dyslexic Thinking



**Share**  
Share this knowledge  
with your networks



**Change**  
And use your influence  
to inspire Change

“IN THIS NEW WORLD, THINKING DIFFERENTLY IS YOUR BIGGEST ASSET, IT WILL HELP YOU SUCCEED. IT'S A SUPERPOWER THAT WE ALL STAND TO GAIN FROM.”

Richard Branson #MadeByDyslexia



## HERE ARE 4 KEY RESOURCES TO USE:

### FOR WORKPLACES:

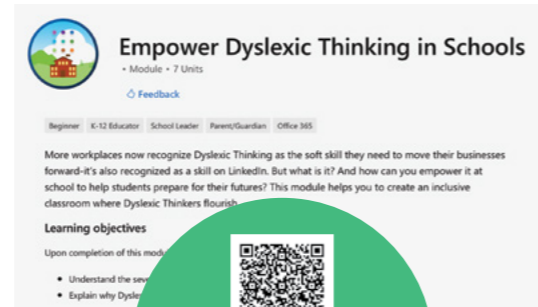
'Empowering Dyslexic Thinking at Work', a 1 hour course in partnership with LinkedIn Learning.



Take part now

### FOR PARENTS & SCHOOLS:

'Empowering Dyslexic Thinking at School', a 1 hour course in partnership with Microsoft Learn.



Take part now

### FOR EVERYONE:

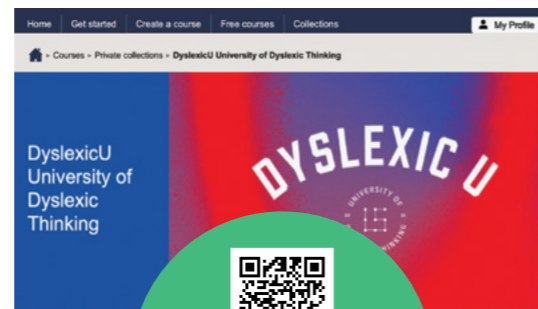
'Lessons In Dyslexic Thinking', our chart-topping podcast. Interviews from some of the world's most inspiring dyslexic thinkers.



Listen to our podcasts

### FOR EVERYONE:

DyslexicU: the University of Dyslexic Thinking - online courses that teach how dyslexics think, featuring successful dyslexics from a wide range of fields.



Take part now



**“DYSLEXICS ARE PIONEERS. THEY ARE THE PEOPLE WHO LOOK BEYOND THE HORIZON, WONDER WHAT’S THERE AND HAVE THE DETERMINATION TO FIND OUT.”**

Dame Maggie Aderin-Pocock #MadeByDyslexia



“A DREAM YOU DREAM ALONE IS ONLY A DREAM. A DREAM YOU DREAM TOGETHER IS A REALITY.”

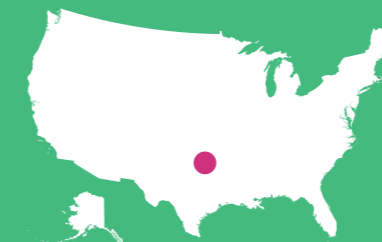
John Lennon #MadeByDyslexia

## POLICYMAKERS IN ACTION



### Nellie Tayloe Sanders – Oklahoma

Dyslexic herself and mom of two dyslexic boys, Nellie has been a passionate follower of Made By Dyslexia. She used our resources to help her own children at home and to help their school to support them too, before becoming Oklahoma Education Secretary. Now in office, she has pledged to empower Dyslexic Thinking in Oklahoma by training every teacher and working with colleagues in the Department of Labor and Chambers of Commerce to train workplaces too. This is a perfect example of Collective Action at state level.

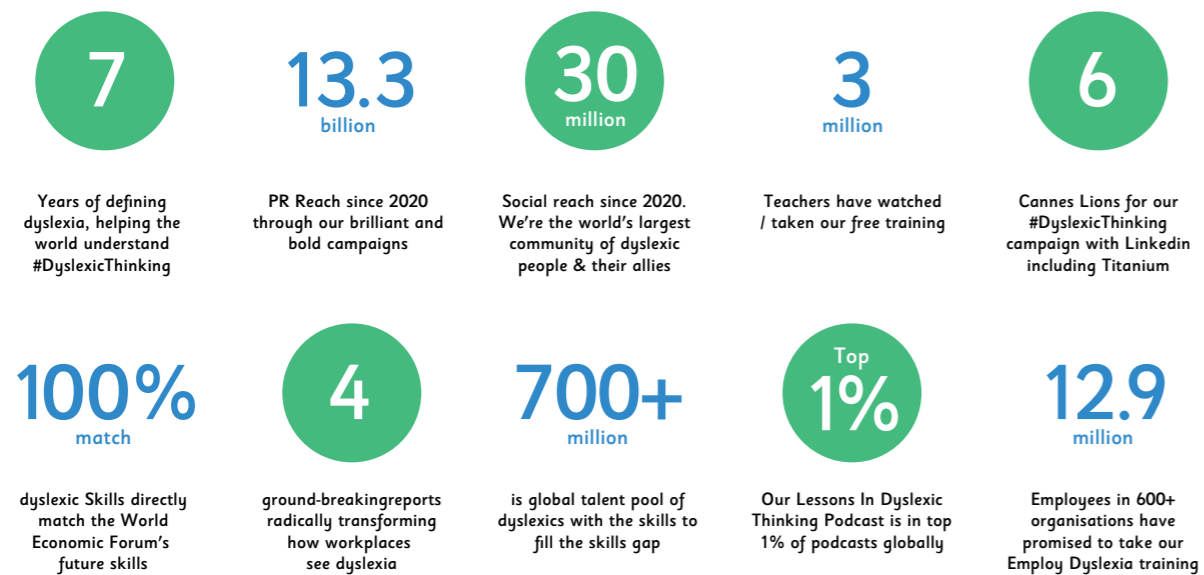


## OUR COLLECTIVE ACTION PLAN 2024 – 2030

Everything we have achieved so far has been through our small team, incredible networks, authentic content, and organic marketing.

We have built brilliant partnerships, super shareable content, award-winning campaigns and groundbreaking research that has enabled us to boldly tell the story of Dyslexic Thinking and amplify our message to empower a growing global community and movement that is already driving Collective Action.

## OUR GLOBAL IMPACT





## GLOBAL GOALS FUND

But for us to achieve our mission we need to grow. Through our Global Goals fund we aim to raise £10m (£2m per year for the next 5 years), and these funds will be spent in the following areas to:

### EDUCATE - Develop our content, to teach the world about Dyslexic Thinking

- We will create new content and courses that help the world to learn about the brilliance of Dyslexic Thinking.
- We will develop new research and reports which continue to shift society's perceptions of Dyslexic Thinking and its value in the world.
- We will make new podcasts, films and documentaries to share the amazing knowledge of Dyslexic Thinking with the world.

### ENABLE - Expand our people and infrastructure to deliver our mission

- We will expand our people, core team and contractors, to help us achieve our mission.
- We will optimise our operations, by getting the resources and expertise we need to grow.
- We will create an effective infrastructure to support all our activities.

### AMPLIFY - Share our message and campaigns across the world

- We will create bold new campaigns and boost our presence through PR and Marketing.
- We will host virtual and in person events, to spread our message far and wide!
- We will work with specialist agencies to grow our community and engagement across the world.

### GLOBALISE - Building global partnerships embedded in local communities

- We will develop international chapters and partnerships, that help us drive change globally.
- We will hold international events that shift perceptions and inspire action.
- We will develop chapters in India, Europe, and right around the world.

### INFLUENCE – Drive systemic change

- We will be at key events like UNGA, DAVOS, SXSW to push for global change.
- Our work with organisations like the OECD will show the need for systemic change.
- We will build on the ground partnerships to energise local communities.



## PARTNERING FOR CHANGE

We've already partnered with passionate organisations who share our values, provide funding, train their people, develop tools and resources alongside us, and amplify our message right across their communities and businesses. And we'll look to form new partnerships to help drive our Collective Action plan, too.

### HERE ARE OUR CURRENT PARTNERS:



## PHILANTHROPY COLLECTIVE

Our Philanthropy Collective is a visionary group of super passionate Dyslexic Thinkers and allies who are inspired and committed to work alongside us to empower Collective Action through philanthropic giving and sharing their influence and connections to help us drive action and create change.



We use our Dyslexic Thinking to create the best solutions to maximise your time and financial investment and make sure that your involvement has the biggest impact possible.



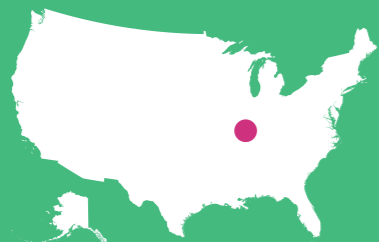
## PHILANTHROPY IN ACTION



### Lainey Musselman – Kentucky

After using our resources to support her dyslexic son, Lainey decided to use her funds and connections to help us drive change. She joined our Philanthropy Collective and is supporting Made By Dyslexia with a significant grant per year to 2030, and has introduced us to the Muhammad Ali Center, who partnered with us to create an event that kickstarted change in Kentucky's education system and in its workplaces. This led to partnerships in Montana and Oklahoma next - spreading ripples of change.

Watch our Kentucky film here.



## JOIN US TO CREATE CHANGE

Our Intelligence 5.0 report leaves no doubt that we urgently need to empower Dyslexic Thinking in every home, school and workplace. It clearly shows that Dyslexic Thinking skills are vital in every workplace, in every sector, across the world. We have the knowledge, tools and a plan to empower it. We hope you will join us, because changemakers come in all shapes and sizes and together can drive Collective Action towards a world where Dyslexic Thinking thrives.

## OUR ASK

We would love you to help us to achieve our mission through funding and or influence by taking part in Collective Action.

## CONTACT:



### Kate Griggs

CEO & Founder

[kate.griggs@madebydyslexia.org](mailto:kate.griggs@madebydyslexia.org)

“SERVICE TO OTHERS IS THE RENT YOU PAY FOR YOUR ROOM HERE ON EARTH.”

Muhammad Ali #MadeByDyslexia



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