



Exclusion busting:

How disability  
inclusion can enhance  
your market research  
capability, work quality  
and impact.

18 May 2023



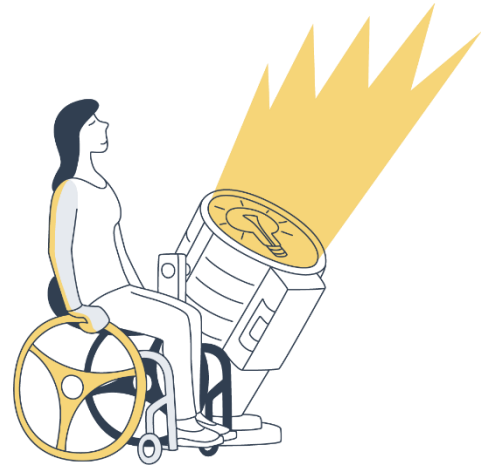


# Welcome!

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In the next hour for your GAAD pleasure we have:

- A welcome from Jane Frost, CEO of MRS
- A welcome from Christine Hemphill, Co-Chair of MRS Unlimited and MD of Open Inclusion
- Four stories, one each from
  - Josef Baines, London Sport
  - Kathryn Hall, True Insights
  - Tom Richer, d.fferentology
  - Christine Hemphill, Open Inclusion
- Time for Q&A





## Housekeeping

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We want this to be as enjoyable, engaging and interesting to you as possible.

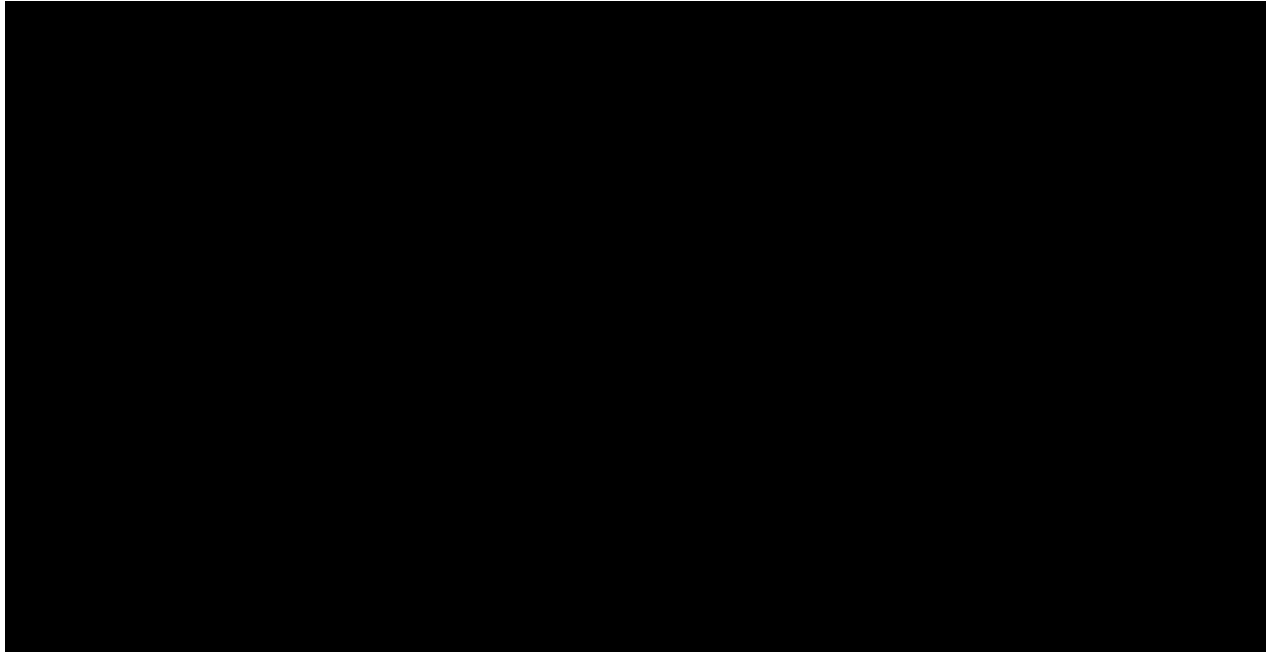
- Live captions are available
- We will visually describe content on slides
- There will be free access to recording after the session
- Q&A at the end (but please do ask questions in the Q&A if we can clarify anything on the way)





**Jane Frost CBE**  
Chief Executive Officer

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# What is MRS Unlimited?

MRS Unlimited is a professional network that acts as a driving force to support and progress disability-inclusive research and researcher opportunities across the sector.

Launched 2022



# Who is MRS Unlimited for?

## Anyone who

- Identifies as disabled and
  - works in the research sector
  - wants to work in the research sector
- Hires, manages or works with people with disabilities or other access needs
- Conducts disability-inclusive research
- Conducts research and wishes to ensure it doesn't exclude disabled participants or perspectives
- Is an ally of the community



## MRS Unlimited

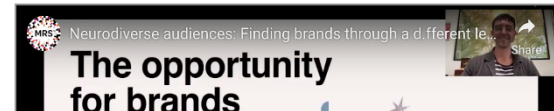


A driving force for disability inclusive research and disabled researchers globally

We are planning a series of webinars throughout 2023. Follow the link below to register your interest in finding out more about our activities, resources and to receive further information where it is available.

[Click here if you would like to hear from MRS about MRS Unlimited >](#)

Neurodiverse audiences: finding brands through a different lens



Learn more. Get involved. Join us!

<https://www.mrs.org.uk/topic/mrs-unlimited>

Or email me on [christine@openinclusion.com](mailto:christine@openinclusion.com)



Josef Baines





# JOSEF BAINES

Lived experience as a deaf professional

MRS Unlimited Webinar – 18/05/2023

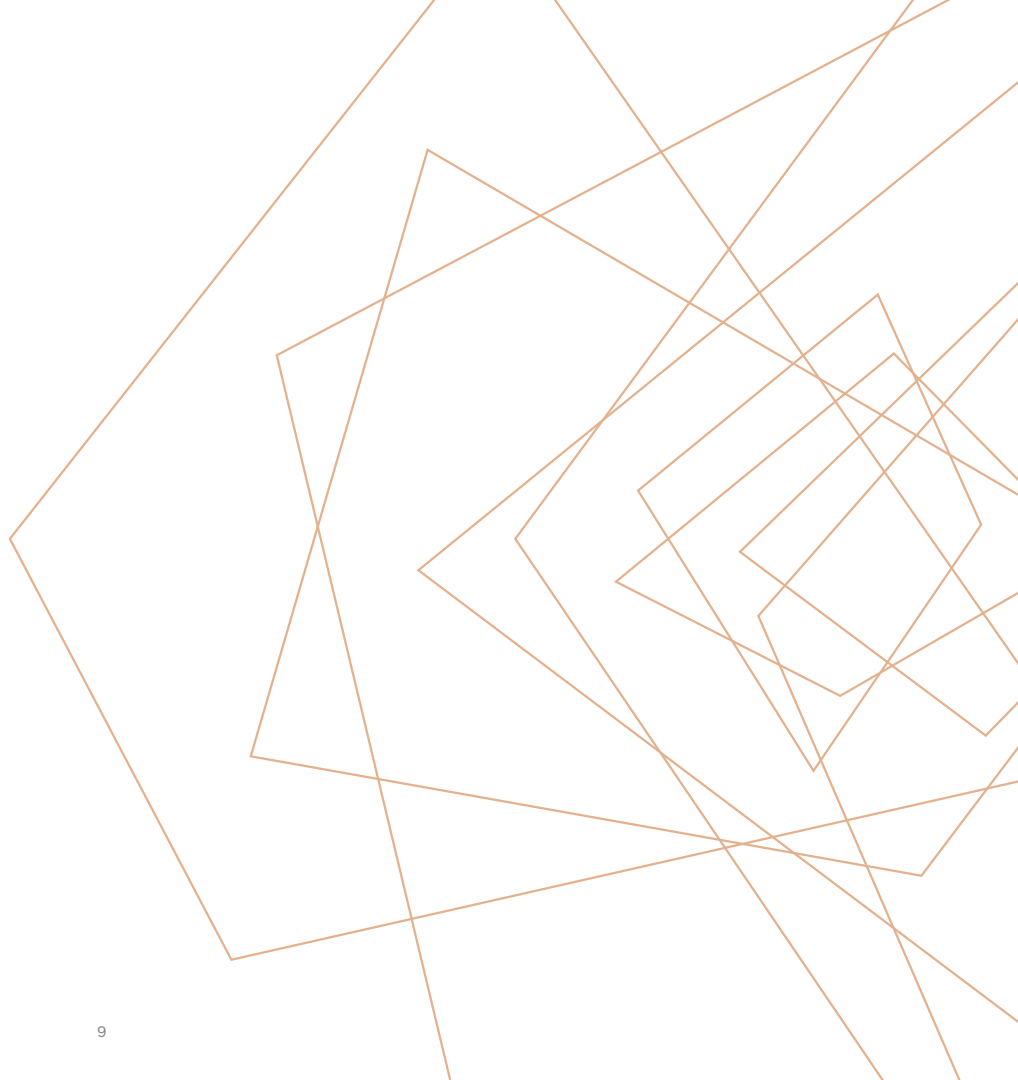


# INTRODUCTION

Being a hearing person is a privilege.

Deaf professionals run a 'secret second job' in addition to their full-time job.

Inclusive organisations and line managers all contribute to helping deaf professionals achieve their full potential.



## LONELINESS / EXCLUSION WITHIN THE WORKPLACE



## INFORMAL OFFICE CONVERSATIONS

Watching a sign language interpreter all the time to follow ad hoc informal office conversations would make it hard for a deaf professional to complete their work.

## FAMILIARITY

Hearing people sometimes prefer to talk to another hearing person instead of a deaf professional due to familiarity.

The above can make deaf professionals feel lonely and excluded in the office.

# MEETINGS CAN BE CHALLENGING IF NOT WELL COORDINATED

Lack of sharing presentations / materials prior to a meeting can make it hard for deaf professionals to keep up with what is being presented / discussed during the meeting.

Meetings with multiple participants (i.e., more than three or four people) could become challenging. For example:

- People tend to interrupt / talk over each other, which could make it difficult for a sign language interpreter to follow and in turn, affect a deaf professional.
- If the meeting is fast-paced and unstructured, this could create an interpreting time lag and could make it harder for the deaf professional to chip in their ideas / thoughts.



# THE ‘SECRET SECOND JOB’ – ACCESS TO WORK

Access to Work is a grant from the Government to cover the cost of work-related support such as sign language interpreters.

Most deaf professionals often do the following by themselves:

- Plan ahead and book interpreters three to six months in advance
- Manage a large yearly budget
- Process interpreters’ invoices to pay for their service

Deaf professionals must ensure that they have communication support in place for their work regardless of their workload.

What has been mentioned above only scratches the surface of the additional workload.

We need to remember that Access to Work is not part of a deaf professional’s full-time job description.



Home > Benefits > Benefits and financial support if you're disabled or have a health condition

## Access to Work: get support if you have a disability or health condition

### Contents

- What Access to Work is
- [Eligibility](#)
- [Apply for an Access to Work grant](#)
- [After you apply for the grant](#)
- [Claiming money from your grant](#)
- [Renew your grant](#)

### What Access to Work is

Access to Work can help you get or stay in work if you have a physical or mental health condition or disability.

The support you get will depend on your needs. Through Access to Work, you

### Related content

[Easy read: Access to Work – get support if you have a disability or health condition](#)

[Reasonable adjustments for workers with disabilities or health conditions](#)



# TIPS TO SUPPORT DEAF PROFESSIONALS

## APPROACH DEAF PROFESSIONALS

- Keep an open mind, have confidence in talking to deaf professionals and be patient.
- Adapt your communication style and don't be embarrassed if deaf professionals ask you to repeat.
- Try and set up short informal coffee catch ups with deaf professionals to get to know them, as this would make them feel included in the workplace.

## DEAF AWARENESS TRAINING

- Encourage your organisation / colleagues to participate in a deaf awareness training course to better understand the communication barriers deaf professionals face at work and identify suitable communication methods.



# TIPS TO SUPPORT DEAF PROFESSIONALS (CONTINUED)

## DURING IN-PERSON OR REMOTE MEETINGS

- A strong and fair chair is required to allow others to contribute effectively, with rest / breaks built in the agenda.
- Ensure that colleagues take turns when contributing and avoid overlapping conversations / interruptions, such as putting hands up and wait until it is their turn to contribute.
- Share any presentation materials / documents with a sign language interpreter and a deaf professional before the meeting, ideally more than 2 days to a week beforehand.

## ACCESS TO WORK

- Support and communicate with deaf professionals when considering work-related deadlines / ad hoc requests / setting up big meetings that may require more than one interpreter.
- Otherwise, deaf professionals are likely to end up working in the evenings to sort out their Access to Work, which could affect their ability to take a mental break from work.

# EACH DEAF PROFESSIONAL IS DIFFERENT

## SURFACE

This 10-minute presentation is just the tip of the iceberg and there are other barriers and tips that are not covered here.

## REMINDER

We need to remind ourselves that each deaf professional is different, so I cannot speak for all of them.

## SIGN LANGUAGE INTERPRETERS

Be mindful that the presence of a British Sign Language interpreter is not the only adaptation needed for inclusion.

## REACH FULL POTENTIAL

The important thing is to get to know the deaf professional and be flexible to meet their needs in order to help them reach their full potential at work.



ACCESS TO  
WORK

<https://www.gov.uk/access-to-work>

MORE ACCESSIBLE  
MEETINGS

<https://www.signsolutions.uk.com/how-to-make-your-meetings-more-accessible-to-deaf-people/>

INSIGHT -  
CONFIDENCE IN  
TALKING TO DEAF  
PEOPLE

[More than half of adults don't feel confident talking to deaf people \(ndcs.org.uk\)](https://www.ndcs.org.uk)

CAREER PROGRESSION  
CHALLENGES

[https://www.royaldeaf.org.uk/wp-content/uploads/2023/01/2021\\_Deaf-Advance\\_Deaf-people-employment-and-career-progression.pdf](https://www.royaldeaf.org.uk/wp-content/uploads/2023/01/2021_Deaf-Advance_Deaf-people-employment-and-career-progression.pdf)

HOW TO COMMUNICATE  
WITH DEAF PEOPLE

<https://rnid.org.uk/information-and-support/how-to-communicate-with-deaf-people-hearing-loss/>

## ADDITIONAL RESOURCES





# Kathryn Hall





**KATHRYN HALL**

## MY LIVED EXPERIENCE OF BEING NEURODIVERGENT AND WORKING IN MARKET RESEARCH

### What I do

- I've made a significant and award-winning contribution to market research working across multiple sectors for about 25 years, published papers, and presented at conferences.
- I have worked for two of the largest research agencies in the world and a couple of small boutique agencies. I've also freelanced. I now own my own research consultancy which I founded three years ago.
- As a Director of my own micro-business (True-Insights) most of my work is directly for end clients including charities, NFPs, and carefully selected projects that fit with my values for commercial clients.
- A small proportion of my work involves providing support for other research agencies that don't have specific specialisms internally.

### A bit more about me

- There isn't a neurotypical person in my family, and yet we have all been turned away or dismissed by GPs and teachers' lack of knowledge for being too high-achieving to be neurodivergent.
- My recent diagnosis of ADHD (and possible traits of autism) was life-changing. Suddenly my life made more sense and explained why I could feel at times – utterly overwhelmed.



# FEW PEOPLE UNDERSTAND WHAT BEING NEURODIVERGENT MEANS

- Considering 22% of the UK's population is neurodivergent and there are many who are undiagnosed, surprisingly little is known about it.
- There are still misconceptions and misunderstandings about what it is like to be neurodivergent.
- It seems to me that very few people know what it is, which can explain why people I know and work with can be surprised to hear I am neurodivergent.
- If managers in the workplace don't know what it is, then how can they provide support?

# MY LIVED EXPERIENCE



- Not everyone who is neurodivergent identifies as disabled.
- Everyone experiences it differently and my lived experience of being neurodivergent has been mostly positive.
- There are gifts that come with it!
- However, since being diagnosed I now know why I made certain choices throughout my career, such as:
  - I only excel when I enjoy what I'm doing, which is why I specialize in qualitative research.
  - I chose qualitative research because I enjoy it - people fascinate me, and the projects are varied and tend to be short in length (between 6-8 weeks in length) which means I never get bored.
  - I used to be more productive in the evenings (a night owl) which fitted well with qualitative research and moderating group discussions.
  - I have always gravitated toward projects that involve speaking to seldom-heard audiences including people with disabilities, health conditions, and learning disabilities.
  - For many years I worked a 4-day week because I needed time and space to work (unpaid) on the 5<sup>th</sup> day doing my own intensive tasks after supporting team members all week and to avoid feeling overwhelmed and ruining my weekends.
  - I'd feel resentment towards employers after a few years of giving them one day each week unpaid.

I had to work for myself to take control of my schedule, wellbeing and to thrive

## POSITIVES FOR ME

- 1) I can hyperfocus on tasks and do them quickly and well
- 2) I can think outside the box
- 3) I can flip between less intensive tasks quickly and easily
- 4) I spot trends, patterns and themes easily
- 5) I am good at problem solving, and large challenges don't usually faze me
- 6) I am empathic and sensitive to other people's feelings
- 7) I enjoy working with people (but it can exhaust me)
- 8) I rarely have a day off sick because I'm used to masking when I don't feel well and grown resilient

# MY CHALLENGES IN THE WORKPLACE

*I've never spoken about these challenges openly before and anyone who has worked with me could be surprised to hear this because I am good at masking, which has been an obstacle to getting support.*

*I'm sure a lot of people (neurodivergent and neurotypical) will relate to some of this.*

	I only excel when the project/ task/ subject interests me	I can feel overwhelmed and anxious when over-stimulated  And my ADHD can get worse under pressure		I used to struggle with the concept of time and early mornings used to be challenging			There are certain social faux pas I might commit without meaning to and I'm less confident than I appear		
<b>Key challenges I've experienced</b>	Zoning out and used to have difficulty meeting deadlines when not interested in a task or subject.	I can get sensory overload from a busy week in the office and/ or travelling to do fieldwork.  This can negatively impact my weekends.	I worked a 5-day week and only got paid for 4 days to get the time and space to do my own intensive tasks.  I can feel overwhelmed in a noisy working environment such as conferences etc.	I can underestimate how long it can take on tasks and getting to and from places.  I can be terrible at directions (thank heavens for sat nav and Google maps).	When I hyperfocus I lose all concept of time - skip meals and work late into the night losing track of time.	I am a night owl and mornings can be low energy for me with difficulty getting to an office early every day.	I can speak too quickly, be prone to conversational tangents and be overly honest about my weaknesses.	I mask because it's become instinctive which has meant I haven't always got the support I needed.	I can feel diminished and anxious when making a small mistake.  Because all my life some things that come easily to neurotypical people have been more challenging for me.

# SOLUTIONS THAT HELP ME TO THRIVE

*I've developed coping mechanisms over the years that work well for me.*

Key challenges	I only excel when the project/ task/ subject interests me	I can feel overwhelmed and anxious when over-stimulated  And my ADHD can get worse under pressure	I used to struggle with the concept of time and early mornings can be challenging	There are certain social faux pas I might commit without meaning to and I'm less confident than I appear
<b>solutions</b>	<ul style="list-style-type: none"> <li>• The freedom to select interesting projects, tasks and activities that play to my strengths eliminates performance gaps.</li> <li>• Keep meetings short with a clear agenda, and check action points and deadlines at the end.</li> <li>• I assign a task buddy and accountability partner on projects to get tasks done and stay on track.</li> </ul>	<p><u>Space to think</u></p> <ul style="list-style-type: none"> <li>• Being able to work from home when needed AND having a quiet place to work on intensive tasks boosts effectiveness and feelings of wellbeing.</li> <li>• Using headphones in open plan offices to drown out noises.</li> <li>• Walk and talk meetings (outdoors) help me feel energised and focused.</li> </ul> <p><u>Prepare, prepare, prepare!</u></p> <ul style="list-style-type: none"> <li>• I always confirm plan of actions with emails outlining tasks with clear timings.</li> <li>• Arrange reminders and check-ins to help make sure tasks are completed on time.</li> <li>• Always do it earlier than agreed.</li> </ul>	<ul style="list-style-type: none"> <li>• Everything I do is on a calendar to help me structure my day and set goals with short timelines.</li> <li>• Make hard internal deadlines some time before the client deadline.</li> <li>• Arrive everywhere early to reduce anxiety about being late and to help me feel calm when arrive at destination.</li> <li>• Set alarms and reminders to stop, eat and take a break or when I have meetings.</li> <li>• Flexible working hours including being able to get in a little later and leave later help fit work schedules with energy levels.</li> </ul>	<ul style="list-style-type: none"> <li>• I can get enthused and excited about a topic, being patient with this is helpful.</li> <li>• I schedule regular check ins with colleagues to make sure I get the support I need on tasks that don't interest me and when the workload is intense.</li> <li>• A life-coach and mentoring helped me to work on my confidence. I now mentor others.</li> </ul>

# OFFER SUPPORT FOR ALL STAFF REGARDLESS OF DIAGNOSIS

- So many neurodivergent people are undiagnosed and so many people who are neurotypical can relate to a lot of what I've said.
- Those of us who are neurodivergent can have unique perspectives, approaches and opinions that, if nurtured, can help companies to thrive.
- Employers need to, firstly, not make the mistake of assuming that everyone has the same gifts, challenges and needs.

- Having a genuinely flexible culture will help employees feel valued and more able to stay healthy, maintain a healthy work-life balance, do their jobs effectively and on time, and eliminate performance gaps.
- Ask everyone including new recruits if they need any support, whether they have a condition they want to disclose, and make simple adjustments:
  - Working from home when needed.
  - Quiet spaces at work.
  - Flexible working hours, let people start and finish later if they prefer.
  - Fewer and shorter meetings.
  - Providing noise reducing headphones.
  - Support from a team promoting collaboration on projects and tasks.
  - Whatever it is that they need to get the work done!





Tom Richer





# Neurodiverse Audiences: finding brands through a d.fferent lens

dfferentology

THE  
BRIDGE  
BETWEEN

# The journey



I don't understand my relationship with my autistic brother but I want to explore it and improve my understanding."

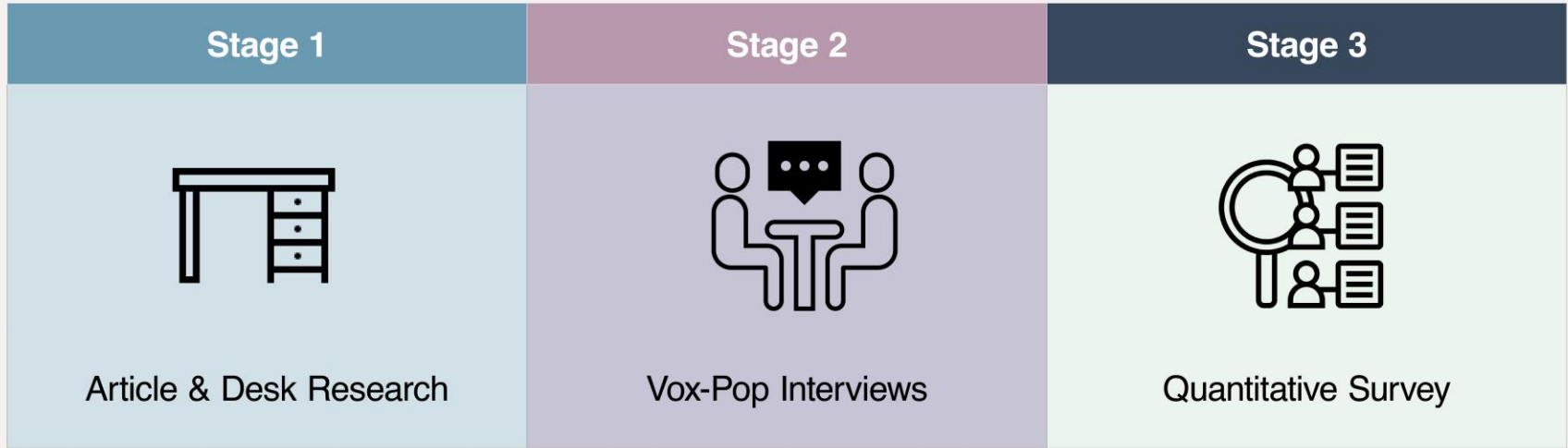
d.fferentology



THE  
BRIDGE  
BETWEEN



# Our approach





The Disability Union

19 h · 🌐

Can you help Tom? He's conducting a research study in Southampton looking at neurodiverse audiences' interactions with brands.

Either online (Zoom) or in-person, you'll be asked 5 questions so he can better understand how brands can be more inclusive of the neurodiverse community.

You'll be paid for your time, too!

If you'd like to take part, email: [thebridgebetweenbb@gmail.com](mailto:thebridgebetweenbb@gmail.com)



## FINDING BRANDS THROUGH A DIFFERENT LENS

### WHAT IS THE PROJECT?

The Bridge Between has been commissioned by research agency d.fferentology to run a project speaking with the neurodiverse community all about brands.



### THE RESEARCH WILL TAKE 10 MINUTES

Either online (Zoom) or in person, we'll ask you 5 questions about brands in a conversational style. We want to understand how brands can be more inclusive of the neurodiverse community and this is your chance to tell them through research.

### WHO DO WE WANT TO SPEAK TO?

We want to speak to an inclusive range of neurodiverse individuals including the wider community of neurodiverse care givers i.e family members, carers.

#### SPECIFICALLY

18 - 55-year-olds  
Best case basis representation of: abilities, sexuality, gender, race, and class.

### YOU WILL BE PAID FOR YOUR TIME!



### HOW IT WORKS

1. Please email or direct message us at the contact details below introducing yourselves and why you think you'd be a good fit for this research project.

2. After the paperwork is exchanged and signed we can arrange a date to start the research and then you get paid!



### THANKS!

We look forward to hopefully speaking with you soon and researching to help make brands and our society more inclusive of the neurodiverse community.

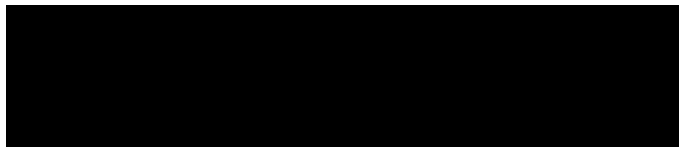
Email: [thebridgebetweenbb@gmail.com](mailto:thebridgebetweenbb@gmail.com)

Instagram: [@thebridgebetweenbb](https://www.instagram.com/thebridgebetweenbb)



1

8 shares



## WHY DO WE NEED TO HAVE BETTER INCLUSIVE RESEARCH?



IT IS ESTIMATED THAT 22% OF THE UKS POPULATION IS NEURODIVERSE. THIS CURRENTLY ISN'T REFLECTED IN HOW BRANDS RESEARCH AND COMMUNICATE



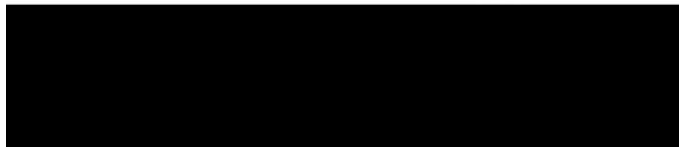
IF NOTHING CHANGES, AUDIENCES WILL CONTINUE TO NOT BE ACKNOWLEDGED, RESULTING IN MISSED OPPORTUNITIES TO BE A BETTER INCLUSIVE SOCIETY



INCLUSIVE RESEARCH CAN HELP AUDIENCES HAVE BETTER ACCESS TO THEIR LIFE



ART WORK BY CHRIS LUCY



thebridgebetween\_



thebridgebetween\_ Here is a brief introduction to why neurodiverse research is important and what this may look like with The Bridge Between...

We have a research project coming up very soon so stay tuned

15w

[View insights](#)

[Boost post](#)



Liked by [engage.here](#) and 10 others

JANUARY 25

[Add a comment...](#)

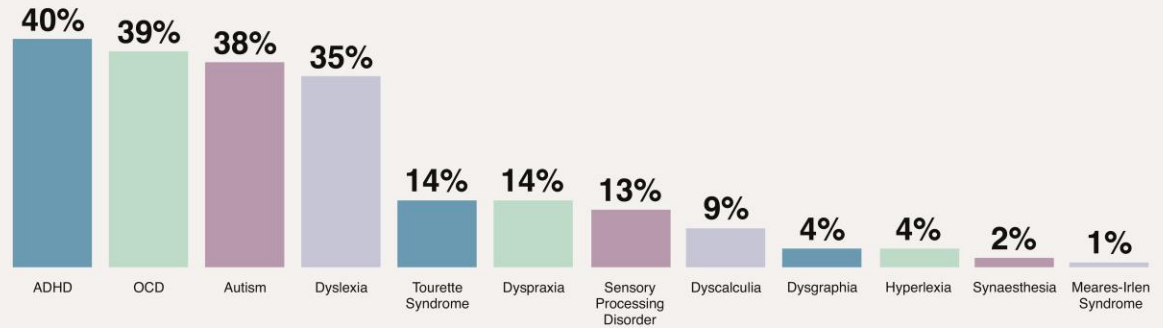
Post

# We interviewed a wide range of people and identified themes that resonate across many

First Name	Identified as
Joe	Undiagnosed Neurodivergent / carer to Down Syndrome sibling
Shanadore	Autistic
Rachel	Mother of Autistic son
Chris	Autistic
Marvin	Asperger Syndrome
Sandhya	ADHD, Dyslexia, Dyspraxia
Aisha	Tourette Syndrome
Corrine	Wheelchair user, Dyslexia, Dyspraxia
Siobhan	Diagnosed Bipolar, OCD, Autism
Emma	ADHD
Matt	Undiagnosed Neurodivergent / husband to Neurodivergent wife
Bastian	Autistic

Do you have any of the following which may be considered “neurodiverse”?

We understand that the process of getting a diagnosis through a medical or psychological professional is a hard and long process, so if you have needed to self-diagnose and taken steps to act on this then please still select it below





# Considerations for accessible research

- Understanding that it's not a black-and-white topic – e.g. there is a spectrum and people are 'officially' diagnosed and then self-diagnosed.
- Rethinking usual project set-up and project management (e.g. using social media to recruit – The Bridge Between/quant also inclusive of caring network (siblings/ carers))
- Flexible / adaptable language to probe in discussion guide & short survey length
- Logically ordered & signposted
- Flexible scheduling



# Resonating with this consumer group can lead to new opportunities for growth

These are people who are loyal consumers, we know that word of mouth is important (both offline & online), and communities on social are already established and strong – presenting an amazing opportunity for brands.





Christine  
Hemphill



“Excuse me, but what is the exclusion footprint of this insight or dataset?”



MRS Unlimited Session  
Christine Hemphill  
18 May 2023



[contact@openinclusion.com](mailto:contact@openinclusion.com)  
[www.openinclusion.com](http://www.openinclusion.com)  
[@openforaccess](https://twitter.com/openforaccess)



Difference is normal for me  
Personally, and professionally

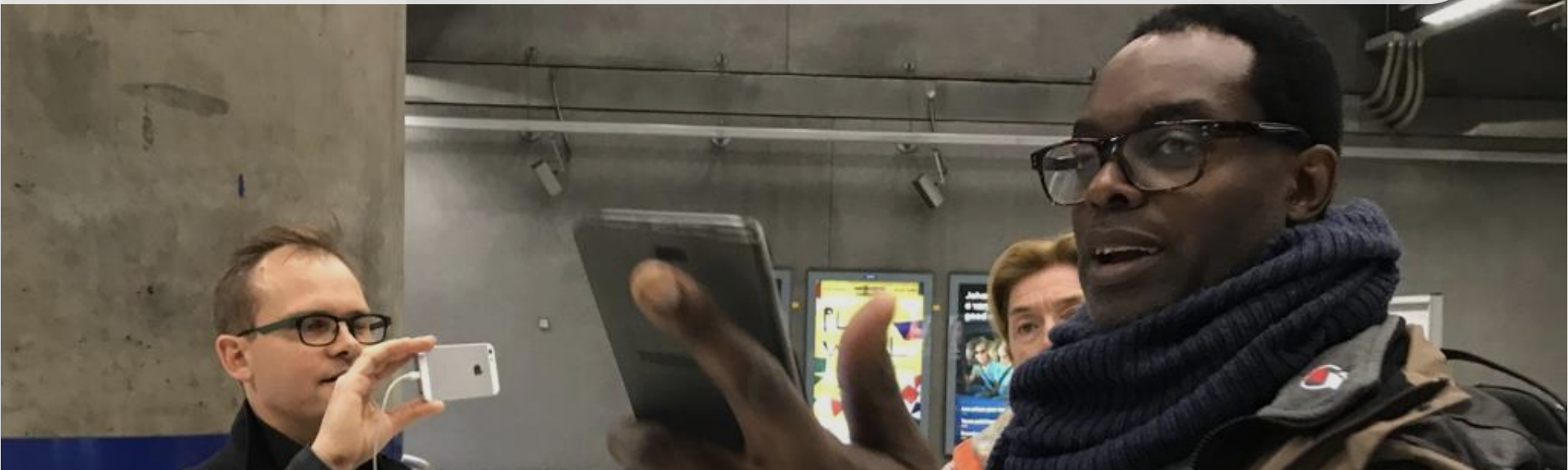


Open Inclusion helps organisations unlock value.



By better engaging, listening to and understanding diverse perspectives and needs of people with experiences of disability or older age.

We design and conduct disability and age-inclusive research



Helping organisations better understand the range of experiences and needs of disabled and older individuals, so they can make more informed and valuable design and delivery decisions.

## What is disability-inclusive research?

Research that intentionally designed and conducted throughout to include, engage, and understand the range of perspectives from those who move, sense, think, feel or communicate significantly differently.

More simply. It's proactive and it doesn't exclude on the basis of disability.

If you don't deliberately include, you exclude.

Current standard research tools, practices and workplaces exclude many.





# Research has an inclusion problem

## As a result, design (and society) has an exclusion problem.



The good news is that it is addressable!

Be **proactive** in understanding and addressing the exclusion footprint embedded within your research.

**Understand** who is missing from your insights?

**Expand your capability** with tools, skills, practices and experience. Develop them in house or draw on others who can help.

# Case Study: Tools and practices to engage a specific community (Deaf BSL users)

## BSL community research for “Where’s The Interpreter?”

**Research objective:** To evidence the impact of a lack of adaptive communication about COVID19 (captions, signed content or clarity and comprehension of written material) on the Deaf community.

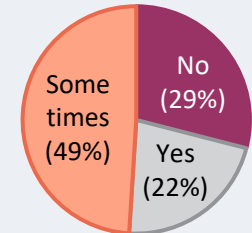
**Approach:** Analysis of on-air and online content, community leader interviews, survey (93 deaf respondents who use BSL), and an assessment of reading level / complexity of written content

**Outcome:** Used in the court case between Where’s The Interpreter Campaign and The Cabinet Office to evidence the impact of different communication provided from March – November 2020.

The campaign and court case triggered a change in government practices around signed content for major briefings. It also increased awareness of the implications of a lack of adaptive health communication.



Consent forms and survey questions in BSL



COVID19 info. accessibility (93 respondents)

[I am] so desperate to have a BSL interpreter on live TV on the main channel and feel equal to everyone else.

The captions I was reading often went too fast or had errors.

Some of my deaf friends sent me videos which made me even more confused.

# Case Study: Understanding the diversity of disability for consumers, OMD

## Understanding consumer experiences across the Real Britain

**Research objective:** To better understand the diversity of experiences within disability in the UK. For OMD to support their clients better allowing more effective communication and connection to less considered communities.

**Approach:** Desk research, expert interviews, an online survey (250 respondents) and 6 focus groups, each layering in a specific historically marginalized characteristic, in addition to disability.

**Outcome:** Much deeper understanding about the real diversity within disability and how it influences consumer considerations, buying habits and brand attitudes. Rich insights into the differences across a range of consumer industries – airlines, retail, banking, restaurants, automotive, rail, hotels, beauty and fashion. Also communications: film, TV and advertising.

The majority of disabled people will make an awful lot of allowances for things that go wrong, but what is not acceptable is if they are not cared for or communicated with appropriately.

When advertising featuring disabled people gets castigated it's normally because you can just smell it, it's not been created with any authentic input.



# What we've learned from our work so far.

## 3 things help generate disability-inclusive research insights

### Open attitude:

Awareness and intent to generate more complete and accurate evidence. Humility and flexibility to constantly learn, working with the community.

### Tools/ Approaches:

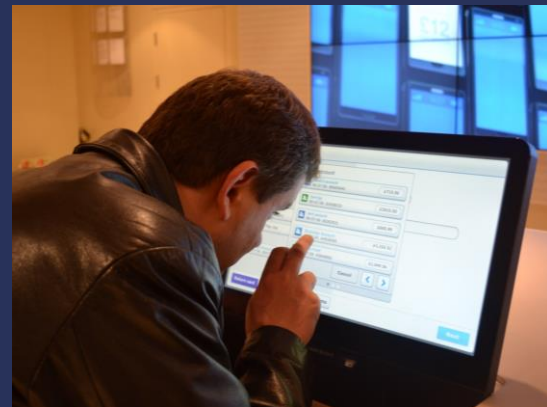
Accessible tools, adaptive options and approaches suited to the question and community is a must to reduce distortions.

### Skills/ experience:

Being disability confident in research takes time. Build skills in needs-specific facilitation, survey design, and participant engagement.



Keep learning from the experts in inclusive research



# It's a journey not a destination.

- Don't worry about not being "there" in inclusive research.
- No-one is "there" (not even us at Open!) as we can always improve, and things are always changing around us.
- Simply commit to the next most meaningful and valuable step you wish to take, and do it well.

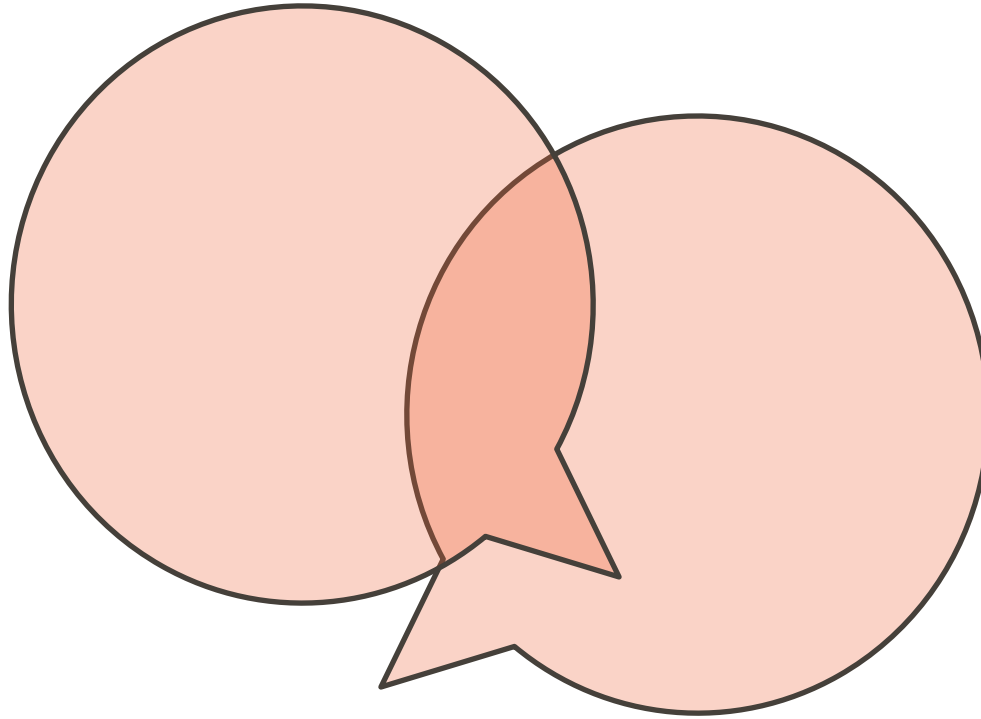
Enjoy the journey.

Happy Global Accessibility Awareness Day!



Meryl, Community Leader  
Deaf / hearing loss community

Thoughts? Questions?



Thank you!