

Do **more** with different

DYSLEXICS
ARE CREATIVE
PROBLEM SOLVERS.

We empower organisations to access the innovative potential of dyslexic individuals.

Enhancing Dyslexic Inclusion in the Workplace STAGE 02. **FUNDING PROPOSAL** / 2025



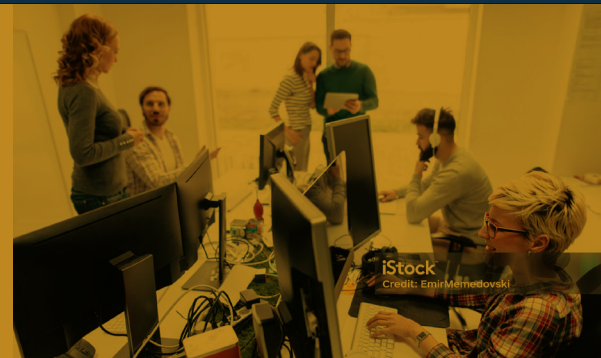
Unlock Innovation In the business of **change**

We are a team of experts with professional and lived experience of neurodivergence, particularly dyslexia. We have a strong understanding of neurodiversity, inclusivity, and the connection to innovation potential.

While we have a research-based approach, our commitment is to deliver practical and actionable guidance that engages, inspires, and empowers positive change.

Focused on dyslexia, we help organisations understand its impact in the workplace, raise awareness of its value for innovation, and guide them with a culture that advantages everyone.

We conduct tailored research and offer a range of accessible services including training, consulting, coaching, assessments, and ongoing research to support organisations of all sizes in unlocking hidden talent and potential.



Why is Unlock Innovation any different?

We deliver:

- a dyslexia-specific focus;
- a technology-enabled focus;
- a New Zealand-focused service;
- a rigorous, research-based approach;
- action-focused, co-design methodology
- works for business, not prescriptive.

TRAILBLAZERS!

Enhancing New Zealand's innovation ecosystem

In 2023, Unlock Innovation was awarded an **Ārohia Innovation Trailblazer Grant** from Callaghan Innovation.

Stage One of the Study was funded by MBIE

**We are seeking
funding support to
complete this crucial
second phase of our
research.**



This study is essential for building on our previous findings, advancing the role of dyslexia and innovation in the workplace.

With your support, we can finalise data collection, conduct in-depth analysis, and bring this research to its full potential.

**Your contribution will help
drive meaningful progress
and make a
lasting impact.**

We can change the lives of New Zealanders whose abilities are essential in the modern workplace.

STAGE 02.

SEEKING FUNDING SUPPORT

**We are seeking donations and sponsorships
to help us raise**

\$50,000 needed to complete this vital research.

Every contribution supports research and for the translation of research into business-ready information

BUT WE CAN'T DO IT WITH OUT **YOUR SUPPORT**

Join our growing community of supporters, including individuals, researchers, volunteers, sponsors, and more, as we work together to complete this first-of-a-kind research in Aotearoa, New Zealand.



One in Five

New Zealanders
ARE DYSLEXIC
1,039,820



Approximately 20% of all employees

Your support will help us uncover valuable insights and bring these findings to workplaces across New Zealand, driving meaningful impact and enhancing much needed innovation in the workplace.

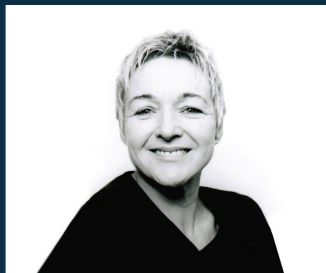
Meet the Team

We are an **agile team** of seasoned professionals.

Co-Founder | Director

DOREDA BRITTEN

Funding and Strategy Lead



Dorenda is passionate about influencing positive future outcomes for ALL New Zealanders.

Her background in designing for people, planet, and profit, led to an observation that we need more diversity present when making social, environmental, and business decisions.

Her relationship with the New Zealand tech sector enabled her to draw a link between the shortage of New Zealand-grown skills and the locked-in talent of many dyslexic minds.

Co-Founder | Director

CHRIS COLE

Dyslexia Expert | Content Specialist



Chris is deeply committed to raising awareness and driving change in the dyslexia and neurodiversity sectors in New Zealand.

As a founder of a charitable trust supporting dyslexics, a business owner, and a transformational coach, she has played a leading role in advocating for these causes.

Chris is an Associate Certified Coach (International Coaching Federation).

Chris is passionate about harnessing the unique strengths of dyslexic thinking to create more inclusive and innovative workplaces.

66%

Of HR leaders say they understand the value of dyslexic thinking

14%

of dyslexic employees **AGREE**

66%

Of HR leaders believe their organisation works to accommodate dyslexic thinkers

33%

of dyslexic employees **AGREE**

'We are committed to conducting rigorous industry-based research to ensure we are at the forefront of understanding.'

This second stage programme seeks to clarify the connection between dyslexic thinking and innovation.' Dorenda and Chris



How you can support us

Dyslexia is a different way of thinking and processing information with its own unique set of strengths.

**CHILDREN HAVE A
50% CHANCE OF
HAVING DYSLEXIA IF
ONE PARENT HAS IT.**

CORPORATE SPONSORSHIP SUPPORT >

CONTACT US TO DISCUSS HOW YOU CAN BECOME A SPONSOR

SPONSOR BENEFITS: Support of \$10,000 +

- ▲ You will gain exclusive benefits, including early access to our published study findings, ensuring your company stays ahead in the conversation on inclusivity and education.
- ▲ Your brand will be prominently aligned with a vital cause, showcasing your commitment to corporate social responsibility and raising the innovation bar.
- ▲ Your sponsorship will also be highlighted across our social media and promotional channels, reinforcing your organisation's role as a champion dyslexic thinking.

We invite your organisation to become a corporate sponsor for our groundbreaking research program on dyslexia, and innovation.

Partner with us to make a lasting impact – both within your company and in the broader community.

CONTACT OUR FUNDRAISING MANAGER
ROSE-MARIE SCHIAVUZZI to discuss how you can be involved

rose-marie@fundraisingsolutions@gmail.com
or head to our website **www.unlockinnovation.co.nz**