

# Personas and Interviews

## How Being Dyslexic Impacts in the Workplace



We now have a better understanding of the strengths dyslexic individuals can bring to the changing world of work.

As part of this understanding, we also wanted to look at the journey to employment a dyslexic individual has through their own eyes.

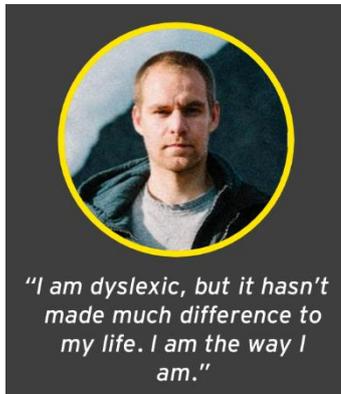
To visualise typical journeys, we conducted interviews with dyslexic individuals across a range of ages and experiences in education and employment, and created four 'personas' which illustrate dyslexic individuals from different walks of life.

The reality is that although dyslexic individuals can bring valuable strengths to the changing world of work, living with dyslexia currently is often affected by the negative perception associated with dyslexic challenges.

Only 3% of the public believe dyslexia is a positive trait.

From our personas, we aim to highlight how this perception can influence those with dyslexia.

## Personas



### Persona 1 — Chris

Dyslexia doesn't play an important role in day-to-day life.

#### Background

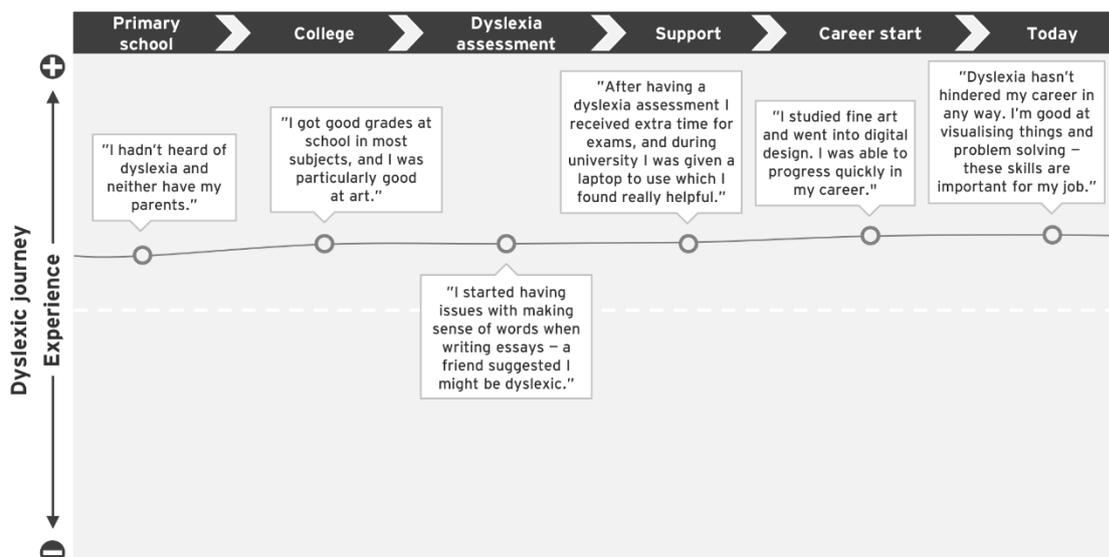
Chris works as a creative director for a communications agency and lives with his wife and two daughters in London. He enjoys spending time with his family and their dog outdoors and goes cycling when he needs some time for himself. Just like his family who are quite practical, Chris enjoys making things with his hands, be it at work or at home. His parents are dyslexic as well but haven't had a dyslexia assessment. Overall, dyslexia hasn't caused Chris or his family any real issues. He plays to his strengths and has chosen a career as a visual designer that allows him to do so.

#### Relationship with dyslexia

Openness	Never feels the need to refer to dyslexia, but doesn't mind talking about it when someone asks
Abilities	Doesn't differentiate between dyslexia and his abilities
Psychological health	Dyslexia doesn't affect him much. He's received support when necessary

<b>Strengths in education</b> <ul style="list-style-type: none"> <li>▶ Arts, design and technology</li> <li>▶ Sports</li> <li>▶ Creative writing</li> </ul>	<b>Strengths at work</b> <ul style="list-style-type: none"> <li>▶ Visualising and simplifying complex information</li> <li>▶ Communicating ideas effectively to teams and clients</li> <li>▶ Problem solving</li> </ul>
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#### Dyslexic skills



**Reference:**  
*The Value of Dyslexia-Dyslexic Strengths and the Changing World of Work*  
 In association with *Made by Dyslexia* and *Ernst and Young*  
 Adapted for a global Audience by *Get into Neurodiversity*