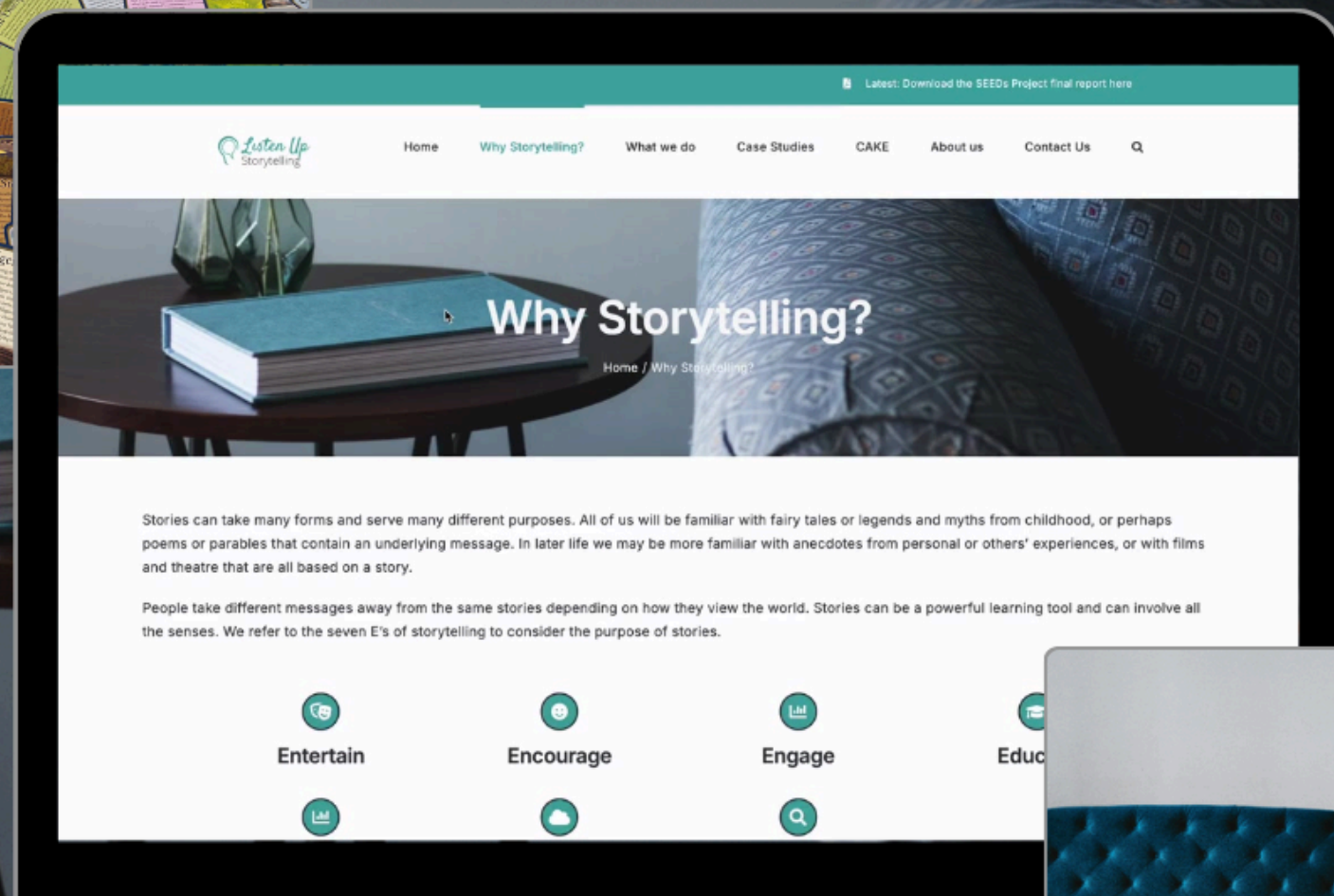




# Our new site is live!

*Check us out and see what's in store!*



[www.listenupstorytelling.co.uk](http://www.listenupstorytelling.co.uk)

## What's new?

- ✓ A revamped website for a smoother experience
- ✓ More in-depth overview of our storytelling services
- ✓ More storytelling resources for individual and group reflections
- ✓ Past case studies showcasing our recent work

## It's Been A While...

We're thrilled to announce the re-launch of our website—a space dedicated to storytelling that truly puts people at the heart of the conversation. With a fresh new look and easier navigation, you can now explore powerful stories, resources, and insights that celebrate person-centred practice.

But that's not all! We're also revamping our social media, bringing you even more engaging content, inspiring stories, and opportunities to connect with our growing community.

## Neurodiversity Celebration Week

This week, we're celebrating the strengths, perspectives, and experiences of neurodivergent individuals. It's a time to embrace and amplify diverse ways of thinking and being.

We invite you to read two powerful reflections below, offering personal insights and stories that highlight the beauty of neurodiversity. ♥

[VISIT THE WEBSITE](http://www.listenupstorytelling.co.uk)



# World Happiness Report

Today saw the launch of the 2025 World Happiness Report. I was reflecting on the work that we do here at ListenUpStorytelling and how we might be contributing to the state of the world's happiness, even in a very small way. The report identifies markers that impact well-being such as caring behaviours, supporting others, having trust, peace, opportunities to talk together, as well as a sense of safety and community. On reading the following particularly resonated with me:

- Kindness and an empathetic motivation for giving, not only impact on the receivers' well-being but that of the giver.
- Sharing behaviours such as sharing a meal and family also have an impact on well-being.
- Working together in peace increases social connectedness, which in turn creates a support system.

Perhaps surprisingly, the report suggests that social connectedness is as strongly correlated as employment status and relative income with well-being. Although we think we are more connected because of technology, we are more isolated. It was sad to read that in 2025 young people feel uncomfortable talking to each other and therefore resort to looking at their screens. The report identifies that younger and older adults alike are feeling increasingly isolated and that what we miss is micro-moments of connection. Moments when we share what we did at the weekend, comment on the weather or ask where the best place is to get a coffee.

Our work uses storytelling to uncover issues that are embedded within the culture and are having an impact on the well-being of teams and groups. We work together to unpick the impact of these issues and help them to identify ways of embedding ways of working that increase connectedness and promote well-being. As our work is underpinned by person-centredness—an approach that has mutual respect, dignity, compassion, and collaboration at its heart—groups demonstrate more inclusive, participative, and collaborative working practices that lead to improved group/team cohesiveness.

So, of course, as it is for most people, our work will not impact big global issues like corruption or conflict, or even health or education systems as highlighted as negative predictors of well-being, but we are having an impact on the team and organisation level.

[Check out the report summary here.](#)

Caroline Dickson

Director of ListenUpStorytelling

## Seeing through a different lens: Reflections on working with people who are neurodivergent.

As a learning organisation, ListenUpStorytelling espouses something we call CIP principles (Hardy et al., 2021). These are Collaboration, Inclusion, and Participation. We like to think that in our workshops we practice these values, and generally our feedback evidences that. However, in recent weeks, two things have happened that have got me thinking about how inclusive we are. The first is that we have been focusing on refreshing our website and marketing materials. Secondly, we have been working in a new collaboration where several of the group members have declared that they are neurodivergent. As it's Neurodiversity Celebration Week, this seemed like a good time to take stock of where we're at in living our CIP principles and consider our learning around neurodiversity. Traditionally, when creating materials, we have tried to work with our corporate colours, but until recently, didn't ask the question as to how inclusive these were, for example, for people with dyslexia. We have since learned: Rather than using black font on a white background, use black on cream or black on off-white. To avoid swirly fonts and long bodies of text. To create subject headings and break up text into short sections. To use muted colours and simple icons. That a picture paints a thousand words. To avoid colours in images that create a visual glare. I fear we may have to go back and revisit our colour palettes!



Perhaps more of a rookie error was not getting our material proofed before getting to the publishing stage. There are now many companies who offer this service, e.g. [easyread@disabilityequality.scot](mailto:easyread@disabilityequality.scot) (others are available).



On the second issue of our workshops with participants with neurodiversity, we have reflected that our colleagues are seeing things, which we have been looking at for years but not noticed:

**Here are two examples:**

One participant asked: “Can I ask if you deliberately chose to give the characters in your online animations no expressions?” This was something that we hadn’t picked up on in the creation of these animations. We are now asking ourselves: What difference does it make? how might these expressionless characters be viewed? As without feelings? As neutral beings? As unhappy?

Version 2 of our CAKE resources will take account of these animations will now take account of this.

Example two: Participants were asked online to pick an image from a selection that resonated with them, the image cards were interspersed with word cards.

Participant response to the activity:- “You have shown us a lot of image cards, and some with just words. It seems to me like all the words were negative ones and I can’t unsee them now to focus on the images”.

Our learning from this is to show only image cards, without the distracting words, and to scroll through them much more slowly to give time to process and choose. We should also issue trigger warnings if we are showcasing material which might be unsettling. These are real-life examples of the small things those of us without neurodiversity take for granted that can have a large impact on others. We know that neurodivergence can contribute to business success through creativity and attention to detail (Bashford 2025). As a learning organisation, we reflect that it also helps us to view the world through different lenses. Much of the literature focuses on what we can do to support people with neurodiversity in the workplace, perhaps we should turn that around and ask how can our taken-for-granted assumptions and our ways of knowing be challenged by those with neurodivergent superpowers.

Check out the fabulous resources for Neurodiversity Celebration Week here.

Kath MacDonald  
Director of ListenUpStorytelling

References

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