

Best Neurodivergent Support Programme

THIS CAN
GLOBAL AWARDS
2025



in association with
A&O SHEARMAN

Winner// BNP PARIBAS

This award recognises initiatives that focus on improving mental wellbeing, providing support, and raising awareness about the unique mental health needs of neurodivergent employees in the workplace.

With neurodiversity assessment wait times often stretching into years, many individuals are left struggling without formal support or forced to pursue costly private routes. At BNP Paribas, internal research revealed that nearly 15% of employees identify as neurodivergent, and 30% care for a neurodivergent child. Recognising this, the bank sought to provide tangible, timely assistance – not only for employees themselves but also for their families – while nurturing an inclusive culture where neurodiversity is understood, celebrated, and supported.

Expanding Access and Awareness

BNP Paribas took an industry-leading step by introducing an allowance of up to £2,000 for employees to access neurodiversity assessments for themselves or their family members,

ensuring equitable and immediate access to diagnosis. Building on this, the bank partnered with AXA and ProblemShared to provide fast-track assessments for autism, ADHD, and specific learning difficulties, followed by structured post-diagnostic care, including therapy and occupational health support.

Beyond clinical access, the initiative focused on awareness and community. A dedicated neurodiversity policy and intranet hub were launched to consolidate tools, resources, and guidance for both employees and managers. Story-sharing campaigns encouraged open conversations, while training sessions for staff, managers, and HR teams helped normalise understanding and support. Engagement initiatives – including a celebrity talk with Christine McGuinness and a dedicated Teams



A celebrity talk with Christine McGuinness

network for parents and carers – further strengthened belonging and dialogue across the organisation.

Tangible Results and Cultural Change

The response was exceptional. More than 500 assessments have been completed – an investment of over £700,000 – with 80% resulting in confirmed diagnoses, allowing hundreds of employees and family members to receive vital support far sooner than through public services.

Engagement in neurodiversity-related training and events has been high, including 900+ views during Neurodiversity Celebration Week,

strong participation in manager and employee workshops, and event feedback averaging above 85% satisfaction. The internal neurodiversity page recorded over 400 visits, while communications achieved a 68% open rate – clear signs of growing awareness and interest.

Employee surveys reflect the cultural impact: neurodivergent colleagues rated their likelihood of staying with the company at 8.2/10, and feedback consistently highlights the bank's empathy and commitment to inclusion. BNP Paribas has since become a model for others, with its approach now replicated across multiple AXA client organisations. ■

Judges' comments

- + A compassionate and forward-thinking programme.
- + Impressive engagement and uptake, with clear evidence of impact, retention improvements, and cultural change.

HIGHLY COMMENDED

→ Environment Agency

SHORTLISTED

→ Brewers Decorator Centres

→ Deutsche Bank

→ Schroders Personal Wealth