

## Dyslexia and Business

### Awareness Training

People with dyslexia often have brilliant and realistic business ideas. However, because of the nature of dyslexia they may have great difficulty in identifying the steps needed to go from that “light bulb moment” to the end product. They may then have organisational weaknesses in following these steps.

This can cause problems for business support organisations.

This course will raise awareness about dyslexia in the context of business start-up. It will help practitioners understand the nature of dyslexia and how it impacts on putting business ideas into practice. It will give a better understanding of how to support dyslexic entrepreneurs. It will increase their confidence in working with dyslexic clients.

### Who is this course for?

Business support staff and volunteers across all sectors

### Course Content

- The nature of dyslexia: strengths and weaknesses
- Anti-discrimination legislation and dyslexia
- Starting a business: issues for dyslexic entrepreneurs
- Support: what you can do; what else is available?
- Exploring ways of encouraging good business practice
- Questions and close

### Course Outcomes

By the end of the course participants will have:

- a better understanding of dyslexia and its impact on individuals
- a basic knowledge of dyslexia in terms of discrimination laws
- looked at dyslexia in the context of business start-up
- explored strategies to encourage good business practice
- have greater confidence in their own ability to support dyslexic entrepreneurs

### Trainer

Jean Alcock set-up her own business in 2001. She has been working in the field of dyslexia training since 1999.

### Course Delivery

This course can be delivered in-house to a maximum of 15 participants. A range of methods is used including presentation, discussion, case studies, group work and DVD.

### Further Information:

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