

Build award-winning neurodiversity support at work

Powered by Peppy

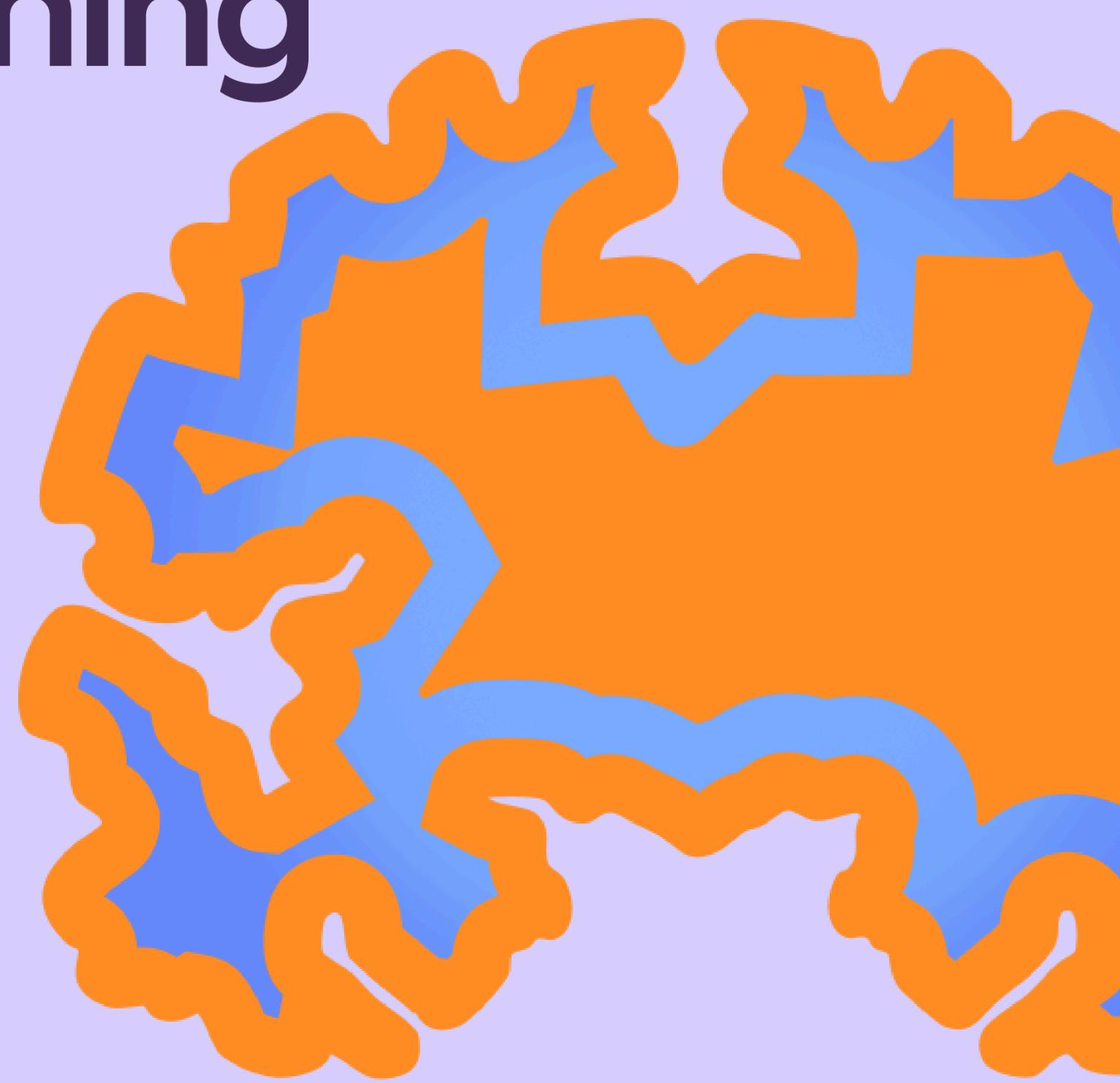
Featuring Lauren Lunniss,
Health & Wellbeing Lead at Peppy's client



Winner:
Best Neurodivergent Support Programme



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As an HR or benefits leader, you already know **neurodiversity matters**. The harder question is **what to actually do about it**. BNP Paribas figured it out and won an award for it. This is their blueprint. **Now Peppy is here to help you build yours.**



The business case for neurodiversity support

1 in 5

employees are neurodivergent

3–5 years

NHS diagnostic wait in some areas

Only

37%

of neurodivergent employees feel their organisation provides meaningful support

15–20%

of the workforce are undiagnosed



Lauren's top tips for award-winning neurodiversity support



Lauren Lunniss
Health and Wellbeing Lead
BNP Paribas

1 Start with data: run an anonymous survey before anything else

If you can't quantify the need, you can't fund the fix. BNP Paribas used a simple benefits survey to uncover that 15% of employees identified as neurodivergent and 30% were caring for a neurodivergent child, creating an undeniable business case.

"The longer the wait, the higher the risk of potentially losing talent and increasing things like absenteeism due to carers' leave, even if you're not the individual that has a neurodivergent condition."

PEPPY IN PRACTICE

Once the need is identified, Peppy gives employees somewhere to go immediately. Expert-led content, self-assessment questionnaires and 1:1 Healthy Minds support (in eligible services), so the gap between "we know there's a need" and "support is live" closes fast.



PEPPY IN PRACTICE

Peppy provides clinically-reviewed neurodiversity guidance covering autism, ADHD, OCD and more. Plus evidence-based ADHD and autism screening questionnaires to help employees understand their next steps.

2

Build a clear, end-to-end pathway: diagnosis is just the start

A diagnosis without a pathway leaves people stranded. BNP Paribas built a joined-up journey: diagnostic access to cut through NHS waiting lists (then 12–24 months), post-diagnostic care including therapy, occupational health and medication guidance, plus a clear intranet hub as a one-stop shop so employees always knew their next step.

3

Make managers the bridge: give them confidence, not a clinical handbook

Managers aren't clinicians, and BNP Paribas didn't try to make them one. Their training focused on awareness and tools. Managers learned the basics of diagnostics, reasonable adjustments, and how to have a supportive conversation. The result: a **97%** increase in manager confidence to support their teams.

"Managers are essentially the bridge between the corporate commitment and the everyday experience. You need to give them the confidence to support neurodivergent colleagues."

PEPPY IN PRACTICE

When employees have somewhere credible to go for support, it takes pressure off managers. Peppy gives employees the tools to understand their own needs and navigate next steps, so managers don't have to figure it out alone.



4 Design for personalisation with predictable guardrails

Every employee journey is unique. It's shaped by their diagnosis, how they like to be managed and whether they choose to disclose at all. BNP Paribas built a layered safety net: an onsite occupational health advisor as the clinical first stop for triage and reasonable adjustments; external specialists for diagnostics and one-to-one coaching (for both employees and managers); and confidential routes for those who prefer not to disclose.



PEPPY IN PRACTICE

Peppy's confidential, expert-led model means employees can access support without navigating internal complexity or disclosing to colleagues – a critical enabler for uptake.

5 Make it visible: culture shifts faster through stories than slide decks

BNP Paribas embedded neurodiversity into everyday culture through their intranet hub, a celebrity-led awareness campaign, and most powerfully, senior managers sharing their own personal stories of neurodivergence or parenting neurodivergent children. Neurodiversity Celebration Week alone drove 900+ hub visits in a single week.

"Senior managers sharing their own personal stories shows: this is okay, we've got the support here, come forwards. We want to support you. I'm putting my hand up and sharing my story in the hope that it'll encourage you to do the same."

PEPPY IN PRACTICE

Peppy's interactive webinars featuring specialist practitioners give you ready-made visibility moments. Credible, expert-led content your team can point employees to as part of awareness campaigns and celebration weeks.





What award-winning support delivered for BNP Paribas

500+

500+ employees used the diagnostic pathway in year one

80%

of all assessments resulted in a positive diagnosis - 500+ people with an answer, and a path forward

97%

increase in manager confidence

900+

hub visits during a single Neurodiversity Celebration Week

8.2/10

neurodivergent employees' likelihood of staying

Community

A thriving Teams chat community formed for parents of neurodivergent children

Personal testimonies

spreading across the business - employees feeling safe to share

"A problem that began as a public health bottleneck has become a culture cornerstone."



Lauren Lunniss
Health and Wellbeing Lead
BNP Paribas



YOUR STARTER SURVEY

Know your workforce and their needs

BNP Paribas added a few targeted questions to their annual benefits survey – delivered via an external provider, which took the pressure off it coming directly from HR or D&I and made employees more comfortable responding.

You don't need a bespoke research project. You need the right questions. Always keep it anonymous and tell employees what you'll do with their answers.



YOUR STARTER SURVEY

IDENTITY & CARING RESPONSIBILITIES

Do you identify as neurodivergent?

- Diagnosed
- Self-identified
- Prefer not to say

Do you care for a neurodivergent family member?

- Yes
- No
- Prefer not to say

EXPERIENCE AT WORK

Do you feel supported at work around neurodiversity?

1 5 10

Do you know where to go if you need support? ?

- Yes
- No
- Unsure

How confident do you feel supporting neurodivergent colleagues or team members?

1 5 10



PRO TIP

Once you know where the gaps are, the next step is having somewhere credible to send employees. Peppy gives them expert-led content, self-assessment tools and 1:1 Healthy Minds support from day one.

SUPPORT GAPS

What would make the biggest difference to you when it comes to neurodiversity support at work?

(Select up to 3)

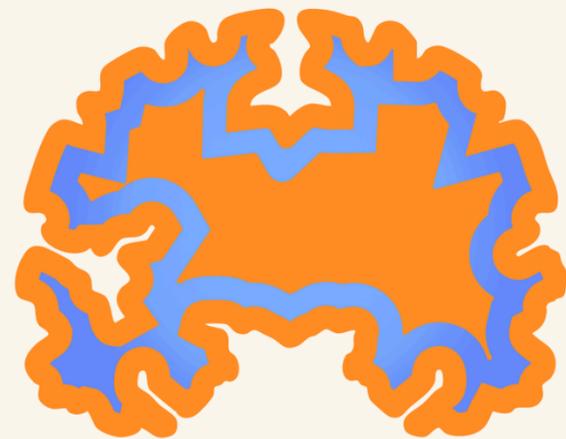
- Knowing what support is available to me
- Feeling able to raise it openly at work
- Accessing a diagnosis route
- Getting the right adjustments in place
- Knowing where to turn after a diagnosis
- Having a manager who knows how to support me
- Understanding whether my experiences are neurodiversity-related
- Something else [please specify]



How Peppy powers neurodiversity support at work

BNP Paribas' programme works because support is clear, human and accessible. Peppy's Neurodiversity Support Programme, sitting within the Healthy Minds service, is built to deliver exactly that, at scale, without adding complexity to your benefits stack.

Peppy combines the convenience and accessibility of digital resources with the expertise and personal touch of qualified mental health professionals. The programme is designed for individuals who are neurodivergent or exploring their neurological differences – meeting people wherever they are in their journey.





What's included with Peppy's neurodiversity support

Expert-curated content

All materials are carefully selected and reviewed by qualified counsellors, ensuring accuracy, sensitivity, and practical value.

Content is delivered through:

- Educational videos with clear, accessible explanations
- In-depth articles covering key topics
- Interactive webinars featuring specialist practitioners

Comprehensive topic coverage

Autism support series

- Understanding autism: fundamental concepts and characteristics
- Common challenges faced by autistic individuals
- Navigating life without a formal diagnosis
- Preparing for autism assessments: what to expect and how to get ready
- Post-diagnosis support: accessing services and building coping strategies

ADHD support series

- Complete parallel content covering all aspects of ADHD understanding and support
- From initial awareness through to post-diagnosis guidance

Additional Neurodivergent conditions focused content addressing:

- Obsessive Compulsive Disorder (OCD)

Assessment and screening tools

- Initial self-assessment questionnaires for ADHD and autism
- Evidence-based screening to help individuals understand whether a full clinical assessment would be beneficial
- Clear guidance on next steps

Personalised professional support

- One-to-one support calls with Peppy's qualified Healthy Minds team (for eligible services)
- Tailored guidance on accessing further assessment and support services
- Practical coping strategies and techniques



Key benefits

“Uncertainty is exhausting. When someone is exploring ADHD or autism, having expert support through Peppy reduces anxiety, accelerates understanding, and stops talented people from quietly disengaging.”



Victoria Baldwin
Senior Healthy Minds Practitioner, Peppy

For employers:

- ✓ Comprehensive support for neurodivergent employees
- ✓ Reduced need for multiple external referrals
- ✓ Enhanced workplace inclusivity and understanding
- ✓ Support for managers and colleagues
- ✓ Demonstrable commitment to neurodiversity and inclusion

For individuals:

- ✓ Access to reliable, professionally-vetted information
- ✓ Support in understanding their own experiences and needs
- ✓ Clear pathways to formal assessment when appropriate
- ✓ Practical strategies for daily life
- ✓ Reduced anxiety and uncertainty about neurodivergent conditions

Your employees need more than one type of support. Peppy covers the health moments that drive absence, attrition and presenteeism – menopause, fertility, pregnancy and parenthood, men's health, women's health, and neurodiversity. All in one place, all expert-led, all confidential.

Talk to us about what a holistic health benefits strategy looks like for your organisation.

Trusted by 250+ leading employers.
3 million employees supported worldwide.

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