

Design a Business Around How You Think and Work

A Flexible System and Tools Built to Support
Neurodivergent Entrepreneurs



Student Course Book

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Introduction

Have you ever felt like traditional business advice doesn't fit with you naturally think, plan, or work? Maybe you have bursts of energy when your ideas come like rapid fire. Or you prefer to communicate in ways that don't follow the usual script.

Maybe you've struggled with rigid productivity systems. Or you've felt like you had to change how your brain works in order to succeed as a solo business owner.

Your brain isn't the problem at all, and never was.

Some people call this being "neurodivergent." You don't have to use that label, or any label, to benefit from this course. All you need is a desire to run your own business in a way that feels more aligned with how you naturally operate.

In fact, being a 'divergent' thinker is actually a strength when it comes to running a business.

And in this course, you'll learn how to build a business that works *with* your natural thinking style, not against it.

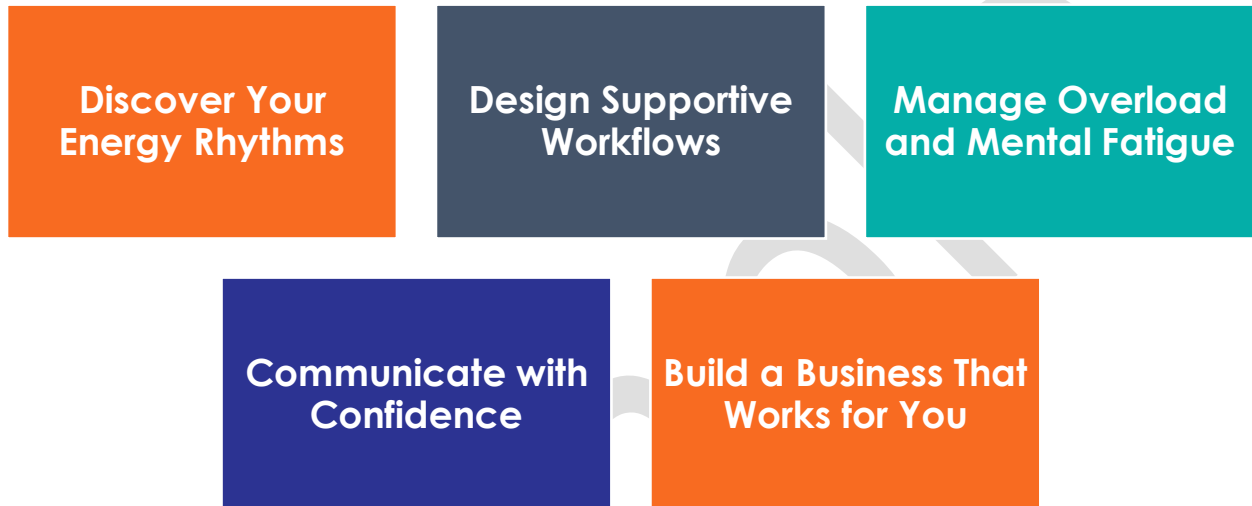
In the lessons ahead, you'll uncover your unique work style, communication patterns, and mental rhythms. Then you'll design systems, strategies, and supports that help you grow a sustainable business that fits you.

You'll discover practical ways to:

- Stay focused and energized (even if consistency isn't your thing)
- Market your business in a way that feels authentic
- Deliver value to your audience without burning out

By the end of the course, you'll have a personalized framework for running a successful business that's built around your strengths, your energy, and your vision.

Here is an overview of the course:



By the time you complete this course, you'll be able to:

- Recognize how the way you naturally think and solve problems can be a strength in your business
- Find your ideal work style and choose a business structure that plays to your strengths (not against them)
- Discover how your communication style shapes your relationships with clients, collaborators, and team members
- Build a marketing approach that feels comfortable and true to how you like to connect and share ideas
- Use simple tools (including AI) to stay focused, manage your energy, and get things done without sacrificing your voice

How This Course is Structured

This course is divided into five major modules, each with short, focused lessons.

You don't have to follow them in order since they can stand on their own.

That means you can start with the topics that feel most relevant to you right now, and skip anything that doesn't apply just yet.

This isn't a one-size-fits-all path.

It's a flexible space where you can explore, reflect, and build a business in a way that works with your brain.

Each module ends with a few Action Steps to help you put what you've learned into practice. You'll use your downloadable Action Guide to capture ideas, work through exercises, and track your progress.

Action Steps:

1. Take a moment to pause and think about what you want from this course.
- 2. In the Action Guide, write down three skills you expect to gain.**

That will help you focus your time and energy where it matters most.

Once you've done that, you're ready to dive in.

Module 1 - Understand Your Brain, Own Your Business

In this first module, you'll identify how your unique cognitive traits influence your entrepreneurship and how they can positively impact your business.

You'll define your unique energy patterns, recognize your early signs of overload, and introduce tools and routines that support focus and prevent burnout.

- **Lesson 1: The Strengths & Challenges of Neurodivergent Entrepreneurs**
- **Lesson 2: Manage Your Energy and Avoid Burnout**
- **Lesson 3: Manage Your Mind**

Lesson 1: The Strengths & Challenges of Neurodivergent Entrepreneurs

This is what you'll cover in the lesson:

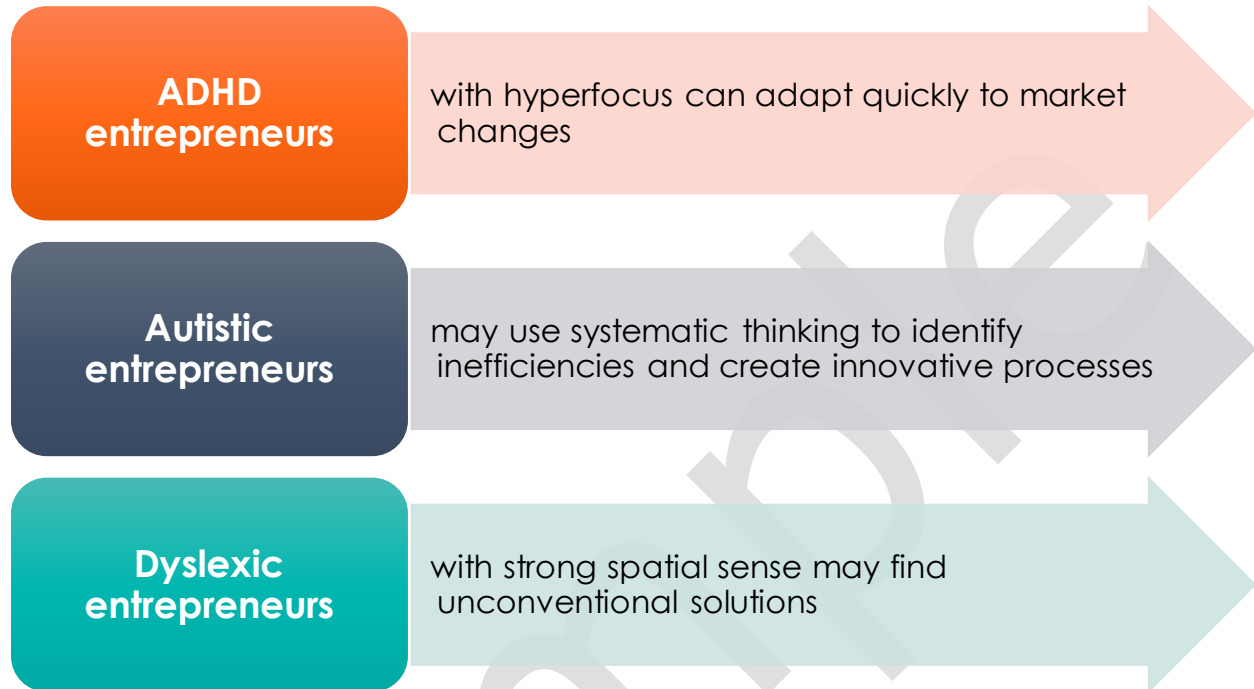
- How your unique cognitive traits influence your entrepreneurship
- How to leverage your strengths
- Areas of business where you need support

What Neurodivergence Means in a Business Context

Neurodivergence comes in many forms. It refers to the inherent differences in the way individuals process information, solve problems, and interact with their environment. People with traits of ADHD, autism, dyslexia, Tourette syndrome, synesthesia, and other cognitive differences may relate to the term neurodivergent.

Whether you've received a formal diagnosis or know that you process differently, you'll be aware that neurodivergence represents a unique way of thinking that comes with its own benefits. You might find traditional systems challenging yet thrive in areas that others might miss.

Examples:



- Some ADHD entrepreneurs excel at hyperfocus and rapid pivoting, allowing them to adapt quickly to market changes while maintaining sustained concentration on projects that interest them.
- Autistic entrepreneurs can bring systematic thinking and pattern recognition, enabling them to identify inefficiencies and create innovative processes that others overlook.
- Someone with dyslexia might think in strong spatial or visual terms, discovering unconventional solutions and breakthrough business models.

Key Takeaway

- These are general patterns and not every neurodivergent person thinks or acts the same way.

Recognize Your Neurodivergent Strengths

Neurodivergence can be a valuable business asset, as many neurodivergent entrepreneurs often exhibit non-linear or out-of-the-box thinking.

This can be particularly useful when you're dealing with problems or generating ideas.

Do you typically:

Jump between the big picture and the small details with ease?

Prefer thinking out loud, brainstorming, or creating from scratch?

Use visioning, sketching ideas, or other visual processes to gain clarity?

Like immersing yourself in a task for hours when the topic captures your interest?

Find fresh solutions quickly using creative problem-solving?

Recognize patterns, trends, and gaps so you can approach problems from unique angles?

- Jump between the big picture and the small details with ease?
- Prefer thinking out loud, brainstorming, or creating from scratch?
- Use visioning, sketching ideas, or other visual processes to gain clarity?
- Like immersing yourself in a task for hours when the topic captures your interest?
- Find fresh solutions quickly using creative problem-solving?
- Recognize patterns, trends, and gaps so you can approach problems from unique angles?

When you're clear on your strengths, you can drive innovation and help build a brand that stands out in your field.

Examples:

The Structured Retailer

A neurodivergent boutique owner finds that traditional merchandising advice feels too vague or unpredictable. Instead, she develops a repeatable layout system using customer flow patterns and seasonal rotation schedules. This structured approach helps reduce decision fatigue and keeps the store feeling fresh without requiring a complete overhaul each season. It becomes a quiet strength that supports both their creativity and business consistency.

The Verbal Strategist

A business consultant who processes ideas best by talking starts offering recorded strategy sessions where she thinks out loud with the client. She uses voice notes to map out plans and follow up with short, spoken recaps instead of written reports. This format helps her stay in flow, reduce task

ATTENTION:

This is only an excerpt from our full course **Design a Business Around How You Think and Work**. The full, customizable course contains 6 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.