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# *DTU DEI DAY*

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*November 10th  
2025*

The models and slides in this presentations may only be shared after written consent / Kingston & Koppel Stræde

# Marie Kingston



Marie Kingston | Aske Koppel Stræde

W E I R D \_ W O R K S \_

# Aske Koppel Stræde



## EK, Københavns Erhvervsakademi

- Assistant professor, PBA Business & IT

## Et alia . nu

- Creative strategy & tech consultant, author, speaker.

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# What we hide in the dark...

## Chair of ADHD-föreningen, storkøb (09-25)

## Politiken (14-24)

- Creative director, Head development, Senior business developer (Shadow CV)

## Co+ (09-14)

- Account director, Consultant, account manager.

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## BA honours fra Bournemouth University

- Retailmarketing og statistik



**POLITIKEN**  
den levende avis



# Agenda

## Three parts to the empowering collaboration

*Built on shared understanding  
of neurodivergence and of the  
perspectives of each other  
– and the right tools & methods for it.*

1  
How  
**WEIRD**  
**WORKS**

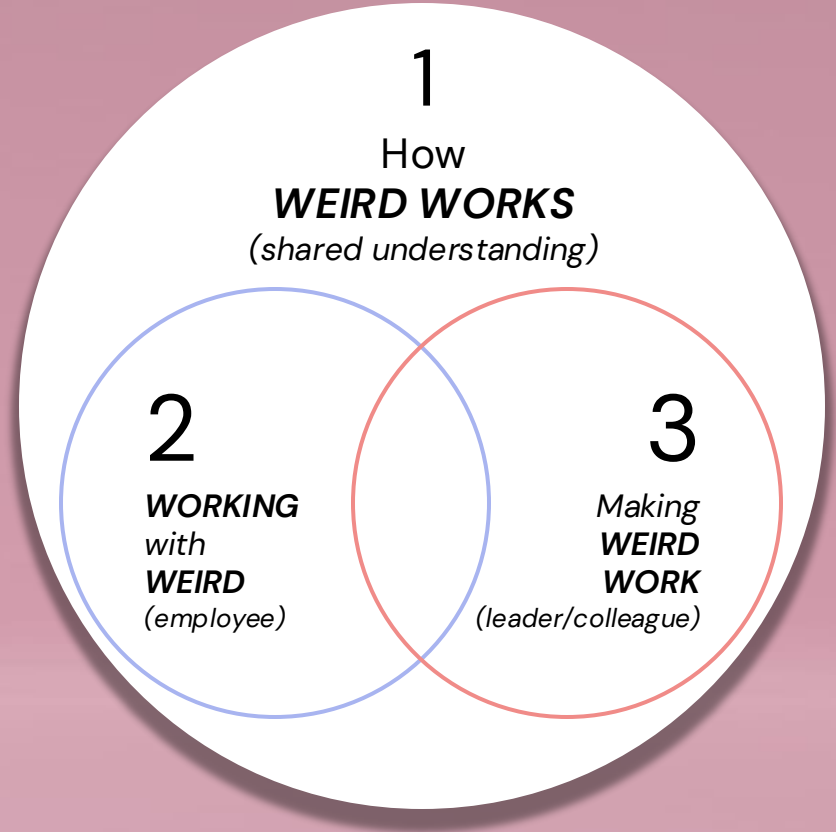
2  
**WORKING**  
with  
**WIIRD**

3  
Making  
**WEIRD**  
**WORK**

# Agenda

## Three parts to the empowering collaboration

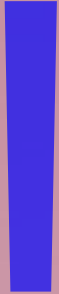
*Built on shared understanding of neurodivergence and of the perspectives of each other  
- and the right tools & methods for it.*



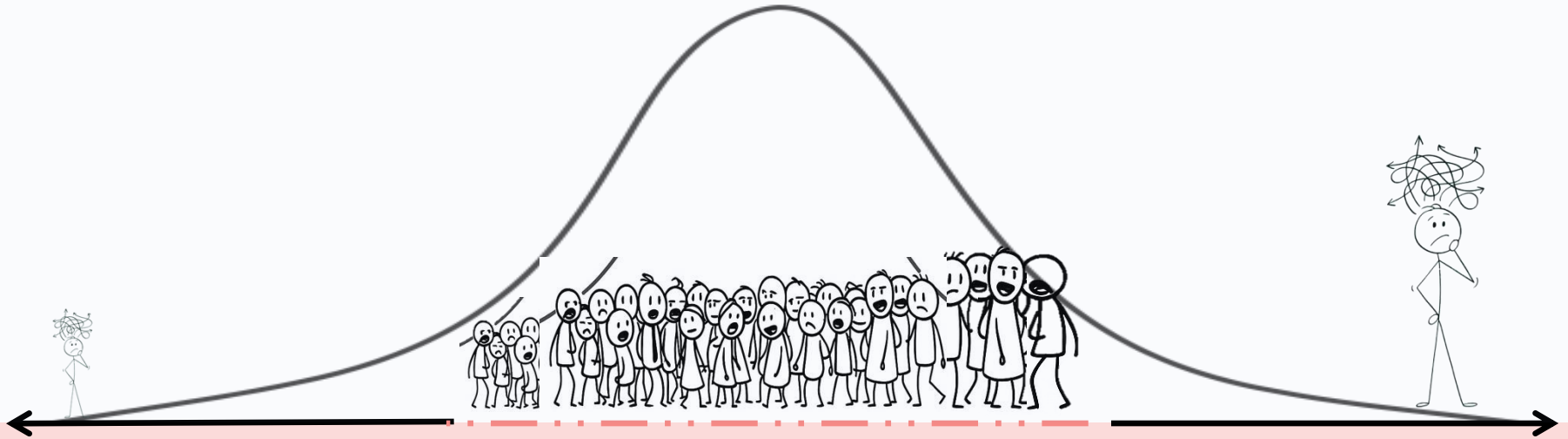
1

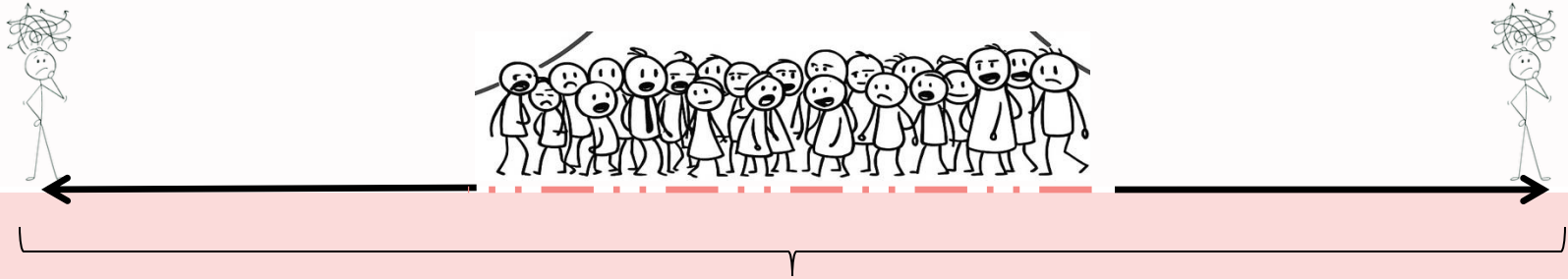
(A shared understanding neurodivergens)

# How *Weird Works* ...



# *Same same .. but different*



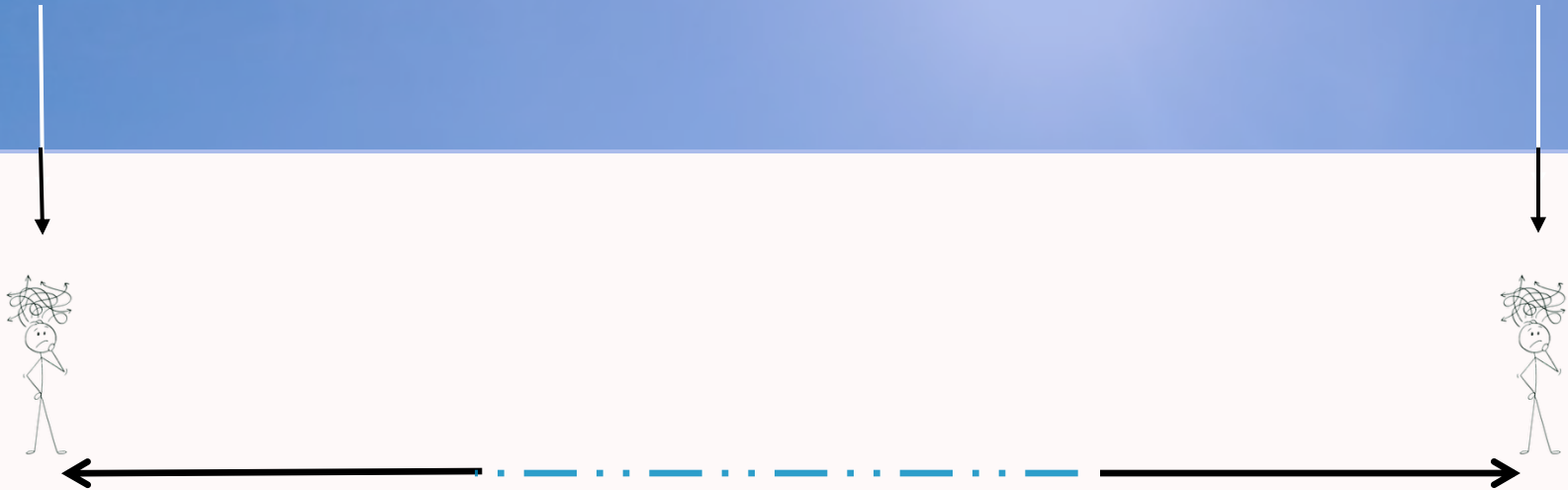


## NEURODIVERSITET

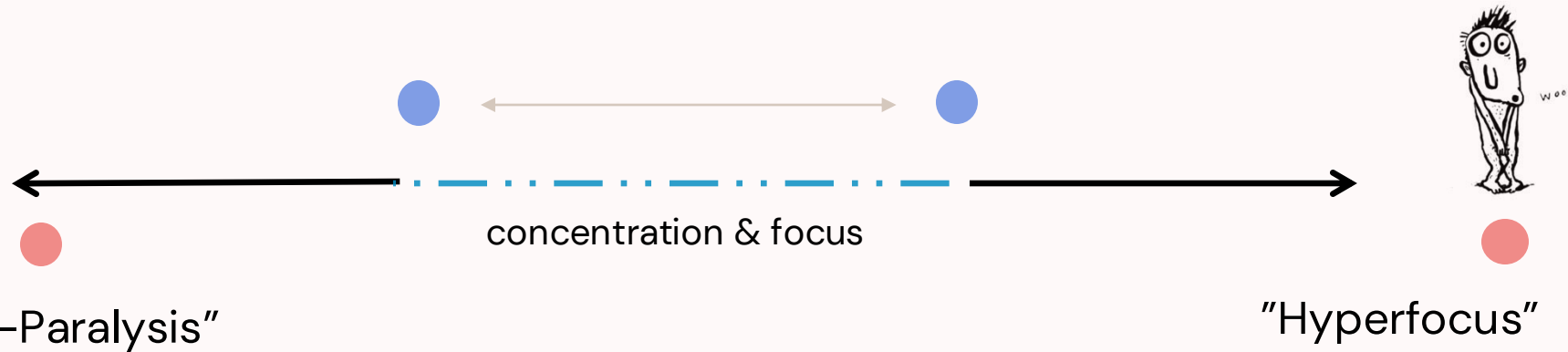
All the differences in how brains function  
and all the natural variations between them.

# NEURODIVERGENS

Differences in brain structure and functions,  
resulting in a different way of experiencing the world and behaving.



# Extremely normal ... ?





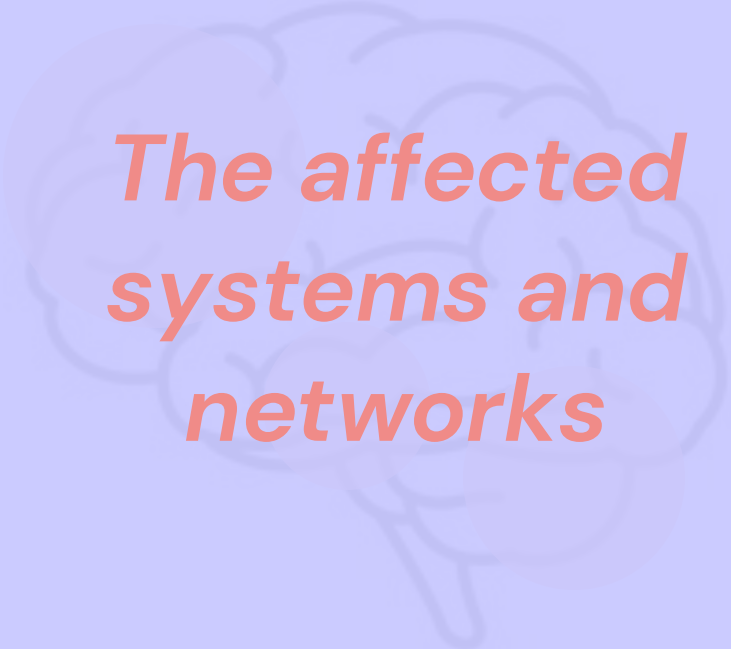
# WHY SO WEIRD?



The brain consists of  
**Structures**

between which are  
'links' and different  
**Connections**

that communicate  
to form different  
**Systems/networks**



# *The affected systems and networks*

- **Sensory & perceptual**
- **Emotional & reward pathways**
- **Social & communication**
- **Cognition & memory**

# *Executive (dys)functions*



## Autisme

Structured  
& systematic

Analytical in  
"details & logic"

Precision & quality  
orientation

Rules & Principled  
fairness

Hyperfixation  
"Special interests"

Creative  
& Innovative

System thinking &  
Pattern recognition

Expertise  
And/or leadership

Sense of justice  
& fairness

Flow-focus  
(& self-driven)

## AD(H)D

Out-of-the-box  
thinking

Intuitive &  
associative

Visionary  
& creative

Social and empathic  
advocacy

Hyperfocus  
"Novelty-driven"

# Strength

# & Strengths Challenges

Structured  
& systematic  
Analytical in  
"details & logic"  
Precision & quality  
orientation  
Rules & Principled  
fairness  
Hyperfixation  
"Special interests"

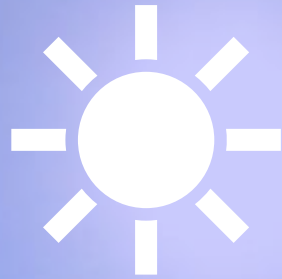
## Autisme

- Rigid
- Inflexible
- Literal
- Dogmatic

Out-of-the-box  
thinking  
Intuitive &  
associative  
Visionary  
& creative  
Social and empathic  
advocacy  
Hyperfocuss  
"Novelty-driven"

## AD(H)D

- Scattered
- Messy
- Forgetfull
- Unreliable



# **& Strengths & Challenges**



The neurodivergent  
daily forecast:



*"It's always  
cloudy in the  
morning"*




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Invincible ***stressors*** & the burden of ***diversity stress***'

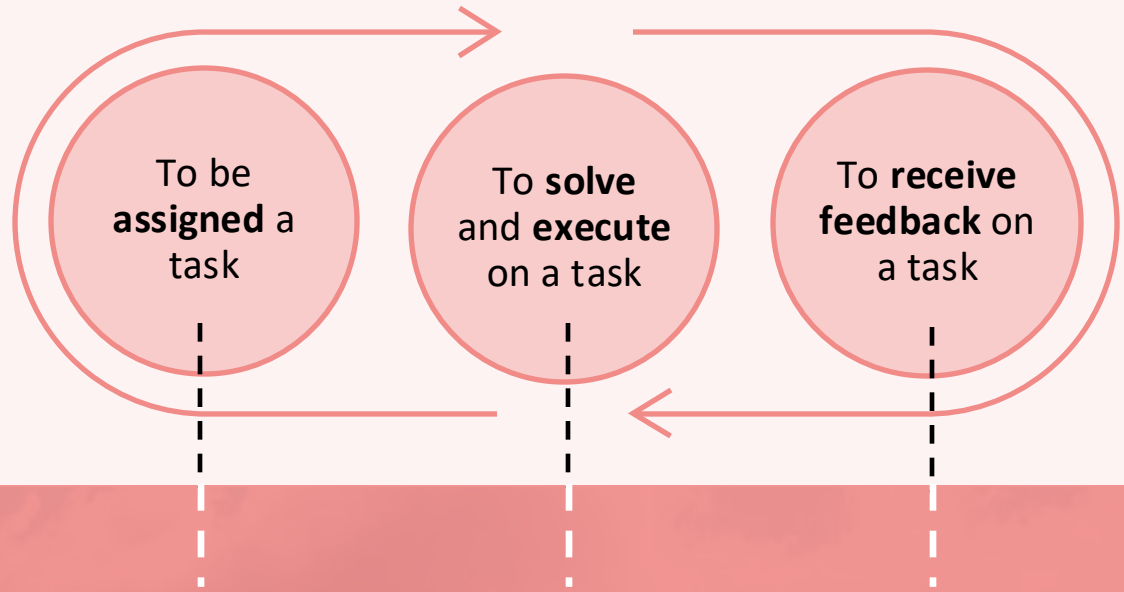


**... and approach  
them through  
the strenghts!**



**Start by addressing  
the challenges ...**

# Three critical situations ...



... That carry a risk of...

... PDA



... PROCRASTINATION



... RSD

2

(to the ones with neurodivergence ... and everyone else ...)

# *Working with Weird* ...

**Five 'Dogmer' for an  
empowered and balanced  
neurodivergent work life**

# Strengths



**#1** *Set clear expectations and make them realistic in your work.*

**#2** *Know yourself so you are using strengths and manage your challenges.*

**#3** *Build trusting relationships and communicate what you need.*

**#4** *Create structure and predictability into your work life.*

**#5** *Protect your energy and use it where it matters most.*

# Challenges



3

(for the leader and/or colleague of a neurodivergent)

Making *Weird Work* ...

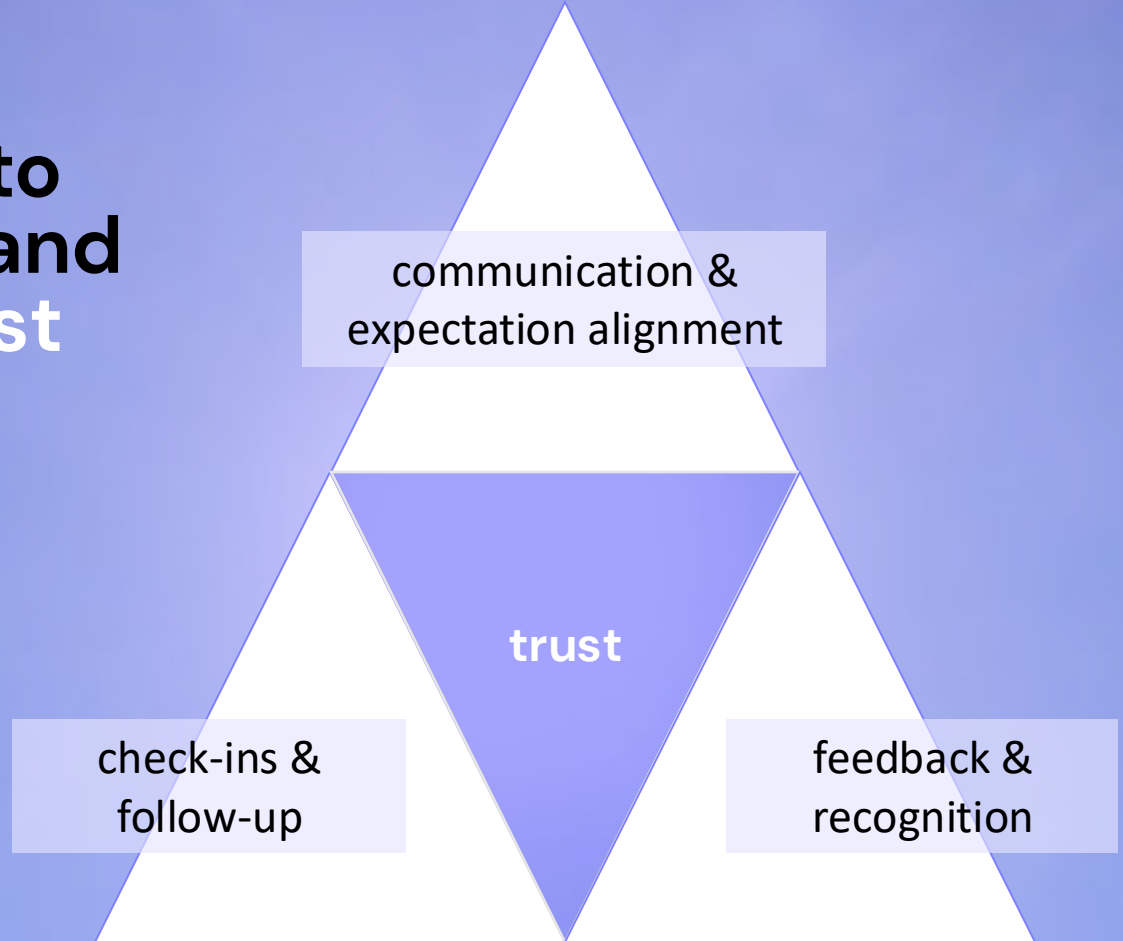


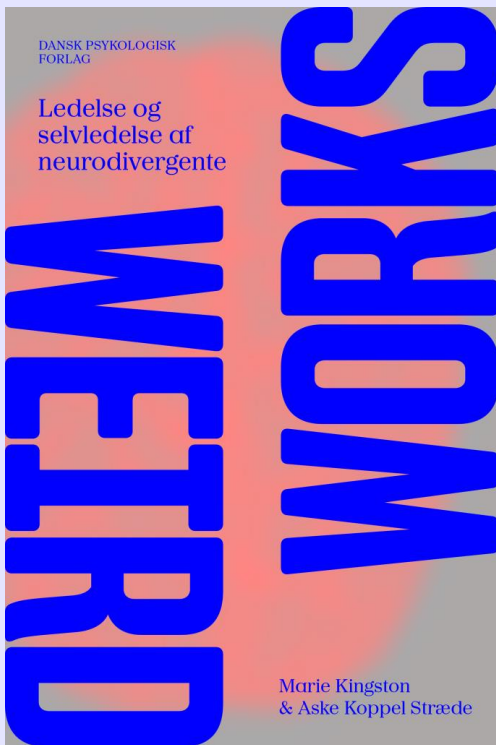


**Leadership and collaboration  
rests on a foundation of trust**

*"the leadership triangle"*

# Three sides to help create and maintain trust





Buy Weird Works with **20%**  
use the code **"WW20"**

<https://dpf.dk/produkt/weird-works/>

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*Thank you  
so much for your  
time and attention  
( ... to a topic of inattention)*

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**Aske  
Koppel  
Stræde**

Find and add  
on LinkedIn

