



Caso de Estudo – *Auticon*

WP 2

Atividade 1 (Casos)

Desenvolvido por Wisamar | julho 2025

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Ficha do caso

Nome/título do estudo de caso Nome da organização/instituição:	Auticon Deutschland GmbH
Localização:	Berlin, Hamburg, Bremen, Düsseldorf, Frankfurt a.M., München, Stuttgart (in Germany)
Dimensão e escala da organização:	Large
Indústria/Setor:	IT services and IT consulting
Informações de contacto (para acompanhamento, se disponíveis):	General Inquiries: info@auticon.de
Informações adicionais:	Neurodiversity is our success: We have been successful in Germany for over 10 years, are represented internationally, and with more than 70% of our employees being autistic, we are the best proof that neurodiversity is an asset to any team.
Fontes de informação/Referências:	https://auticon.com/de/ https://www.enableme.de/de/artikel/auticon-out-of-the-box-denken-mit-system-2185

Dados/conteúdo do caso

<p>Preconceito ilustrado neste caso:</p>	<p>Cognitive Bias</p>
<p>Contexto e especificidades do preconceito presente:</p>	<p>The selection of Auticon addresses the structural and systemic exclusion of neurodivergent individuals, particularly those on the autism spectrum, from the general labor market. Despite often possessing above-average intelligence, technical skills, and formal qualifications, autistic adults face massive barriers to employment. Studies show that only a small fraction—less than 29%—are employed in roles that match their education level, and their unemployment rate is estimated to be five times higher than that of neurotypical individuals.</p> <p>This disconnect is not due to a lack of competence, but rather to biases in recruitment processes, social expectations in the workplace, and a lack of structural support. Autistic candidates frequently fail to pass standard hiring procedures, which prioritize social behavior and communication styles that do not align with neurodivergent patterns. Even when hired, they are often misunderstood, marginalized, or unable to thrive due to inflexible work cultures, insufficient accommodations, and a general lack of autism awareness among employers and colleagues.</p> <p>These systemic disadvantages contribute to long-term unemployment, underemployment, and social isolation for many autistic individuals—despite their strong motivation to work. In many cases, they are left feeling invisible or undervalued, which undermines self-worth and economic independence.</p> <p>Auticon directly challenges this exclusion by hiring autistic IT professionals in permanent positions, offering tailored support through job coaches, and actively working with client companies to create inclusive, neurodiversity-aware environments. The company’s model not only recognizes and leverages the strengths of autistic individuals, but also promotes a broader cultural shift toward valuing cognitive diversity in the workplace.</p>
<p>Por que razão este caso é importante:</p>	<p>Auticon Deutschland GmbH was selected as a case study due to its groundbreaking role as the world’s largest company with a majority-autistic workforce. In a labor market where autistic individuals face up to five times higher unemployment rates despite often having above-average qualifications, Auticon demonstrates how systemic barriers can be overcome through inclusive business practices. With over 70% of its staff on the autism spectrum, Auticon proves that neurodiversity is not only compatible with high-performance professional environments but is also a competitive advantage. Its unique approach to combining social mission with commercial success makes it a pioneering model in inclusive employment and corporate innovation.</p>
<p>Plano de ação – métodos e estratégias utilizados para combater o preconceito:</p>	<p>Auticon applies a range of targeted strategies to tackle biases and barriers against neurodivergent individuals in the labor market:</p> <ul style="list-style-type: none"> - Direct Employment: Autistic individuals are hired as permanent IT consultants, not as interns or through temporary programs, ensuring long-term job security and dignity.



	<ul style="list-style-type: none"> - Support Infrastructure: Each employee is supported by dedicated job coaches and project managers, who mediate between employees and clients to foster understanding and provide necessary adjustments. - Strength-Based Focus: Rather than attempting to “normalize” neurodivergent behavior, Auticon emphasizes the unique cognitive strengths of its employees and designs work environments that allow these strengths to flourish. - Client Education: Through collaboration, clients gain hands-on experience with neurodiverse teams, challenge their own biases, and build inclusive workplace cultures. - Inclusive Values: The company operates under a set of inclusive and human-centered values — putting neurodivergent individuals at the core of decision-making (“nothing about us without us”) and constantly raising the bar for inclusion across all processes.
<p>Resultados e impacto mensuráveis:</p>	<p>Auticon’s work has produced significant and measurable impact on both individuals and organizations:</p> <ul style="list-style-type: none"> - Employment Outcomes: Dozens of previously underemployed or unemployed autistic professionals now work in stable, meaningful roles aligned with their qualifications. On average, many employees were unemployed for up to two years before joining Auticon. - Employee Empowerment: Internal surveys (e.g., Global Impact Report, June 2022) reflect a marked increase in confidence, self-worth, and job satisfaction among employees, as their strengths are recognized and their challenges accommodated. - Organizational Change: Clients report greater awareness and appreciation for the contributions of neurodivergent individuals. As noted in client feedback, perceptions of autism evolve positively through direct collaboration. - Workplace Transformation: Auticon’s model fosters inclusive cultures and serves as a catalyst for change in client organizations, helping them reach their diversity goals and rethink traditional recruitment and collaboration practices. - Global Recognition: Auticon is internationally acknowledged as a proof-of-concept that neurodiversity at work is not only feasible but beneficial, generating both economic and social value through its sustainable and inclusive business model.
<p>Principais lições aprendidas:</p>	<p>Auticon’s experience shows that inclusion of neurodivergent individuals is not a matter of charity, but of structure, mindset, and commitment. Standard hiring practices and rigid workplace norms systematically exclude qualified autistic professionals—not due to a lack of skills, but because of biases and inflexible systems. By redesigning employment models around the strengths and needs of autistic individuals—through direct employment, job coaching, and client</p>



	education—Auticon proves that neurodiversity adds measurable value to both business and culture. Key lessons include the importance of long-term contracts, personalized support, and a shift from deficit-oriented to strength-based thinking. Inclusion succeeds when it is built into every level of an organization—not added on top.
Outras informações/notas:	N/A





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