



**JOYFULLY
DIFFERENT**

COMMUNITY MANIFESTO

2023

WELCOME TO JOYFULLY DIFFERENT



We are so stoked to have you in our community for neurodivergent business owners, leaders and future founders.

Here you'll find our community manifesto which has been designed to facilitate meaningful conversations and provide an empowering environment.

In our community, we want every single member to feel able to be their full, most authentic selves – that's why these rules are so important to us.

Please take the time to read through this – or request an audio version if you would prefer – and let us know if you have any questions.

Thanks so much for joining us, we can't wait to get to know you.

Alice Reeves & Mark Blake, Co-Founders & Directors

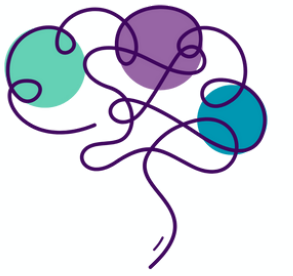


1. EVERYONE FOLLOWS THESE RULES (NO EXCEPTIONS)

Well, look at us telling a bunch of neurodivergent people to follow a bunch of rules right off the bat! Generally, we're rebels who love to break rules but to achieve our vision for the community, we've got to lay down some.

We understand that nobody's perfect, and yet for the psychological safety of our members, we'll have to respond to violations of these rules quite seriously. Don't worry though, rule-breakers won't be publicly called out, we'll have a private conversation with you should any issue arise, and any rule-breaks will be dealt with on a case-by-case basis.

We will always communicate with you transparently and explain our rationale. We know you're all good people, and so our preference would always be to resolve things amicably as a community instead of showing people the way out.



2. GIVE GRACE FOR WHEREVER PEOPLE ARE IN THEIR JOURNEY



Our community welcomes people at every stage of their personal and professional journey, and we want to be here rooting for you the whole way.

Respect the fact that every person is at a different stage in their business and life, they might have fears or questions that you've already dealt with or never had.

People might also make mistakes you've never made. Be patient, give grace, and allow people the space to develop personally and professionally in a psychologically safe and empowering way.





3. RESPECT OTHERS' SOCIAL & PROFESSIONAL BOUNDARIES

We want to create a fun, sociable atmosphere with a delightful rapport between our members.

We're all for friendly jokes within our discussion channels, but please ensure any jokes respect your fellow members' boundaries.

If you're going to have a joke with someone, please ensure you have developed a friendly and mutually respectful rapport with the person you're talking to first.



4. ALLOW SPACE FOR DIFFERING OPINIONS



As a community, we'll do our best to put trauma-informed practice at the heart of everything we do. We know that situations will arise where there is disagreement because we're all individuals who think differently, and we want to create a place where disagreement is welcomed and feels safe.

We acknowledge that communication is a skill and that people will have different communication abilities. We know that sometimes we'll be talking about things that people are extremely passionate about, and emotions can feel overpowering sometimes. We also understand that every situation is nuanced – and we want our community engagement to feel nourishing, empowering and psychologically safe for everyone who's part of it.

To support member-to-member communication and facilitate understanding of different viewpoints, we'll have a continuously evolving free research directory available to all members which will contain links to nuanced, practical articles explaining different viewpoints on key discussion topics.



5. CALL IN, DON'T CALL OUT



We want to champion nuanced discussion and practice “calling in” instead of “calling out”. We understand that many of us feel emotionally tied to our business challenges and the difficulties inherent within our communities and society as a whole. We understand those emotions can cause us to act from a place of passion and extreme conviction.

But we believe it’s important to remember that we are each the protagonists in our own stories, and we all see the world through the lens of our own knowledge and experience.

Our aim is to encourage nuanced, hopeful, solutions-focused discussions which allow for multiple truths to coexist. This means bringing together people with opposing views in a safe and empowering way – and when we spot potentially harmful language and behaviour, we “call in” before we “call out.”



WHAT IS 'CALLING IN' AND 'CALLING OUT'?



[This excellent guide from Harvard](#) outlines the key differences between calling in and calling out, and we recommend everyone reads it. It's nice and succinct, only 4 pages, but here's a quick summary too:

- **Calling in** is an invitation to a one-on-one or small group conversation to bring attention to an individual or group's harmful words or behaviour, including bias, prejudice, microaggressions, and discrimination
- **Calling out** is bringing public attention to an individual, group, or organisation's harmful words or behaviour

Our aim is to build a community that champions diversity of thought, collective values, genuine connection and, most importantly, joy in our differences!



6. 'CANCEL CULTURE' HAS NO PLACE HERE



Our position on 'cancel culture' – the practice of calling for individuals or organisations to be publicly boycotted or silenced for their views – is informed by an excellent article by Africa Brooke titled [Cancel Culture, Moral Superiority and the Woke Cult.](#)

Opposing cancel culture (or 'collective sabotage, as Africa calls it) does not mean that we condone harmful words and behaviours. It simply means we don't want anyone within our community to fear being authentic, making mistakes or being their true selves.

As founders, we have been victims of cancel culture behaviours and we would never want or condone anyone else to suffer that because it's a frightening, lonely experience.

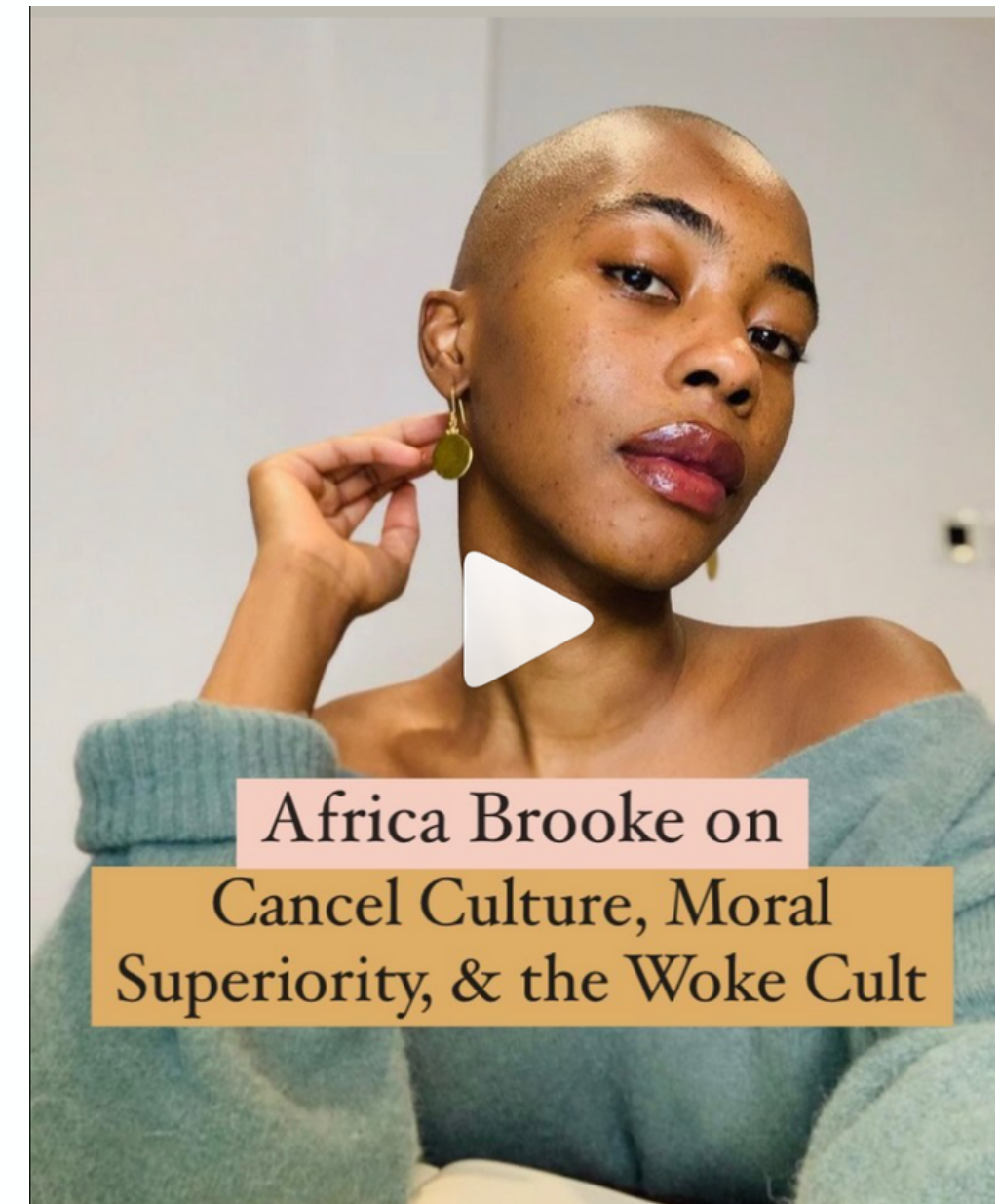


WHY DO WE OPPOSE CANCEL CULTURE?



As outlined powerfully in the article [Cancel Culture, Moral Superiority and the Woke Cult](#) – a summary of a podcast discussion with Africa Brooke – we believe:

- Our world expands when we bring different perspectives into our lives
- It becomes anxiety-inducing to make decisions and speak our truth if we fear being cancelled, which leads to inauthenticity
- We cannot hold other people responsible for our emotions
- Having a healthy conversation with someone whose views differ from yours does not mean you are betraying yourself or your community
- Attacking someone who has made a mistake will only lead them to behave defensively – instead, have a genuine conversation, listen with an open mind, answer questions and educate. This has the power to change the narrative.





7. COMMUNICATE YOUR OWN NEEDS AND BOUNDARIES

Within our community, we will aim to accommodate individual needs in order to support and empower our members. We will do our best to anticipate the needs of our members as far as we can, but it's likely we will fall short or overlook things every now and again – we're only human, after all.

While we acknowledge it can be challenging, we ask that you communicate with us and your fellow community members if you feel your needs are not being met. If anyone makes it feel difficult for you to share your needs or shows judgement about you doing so, please let a member of the Joyfully Different team know and we will support you as best we can to resolve the situation.

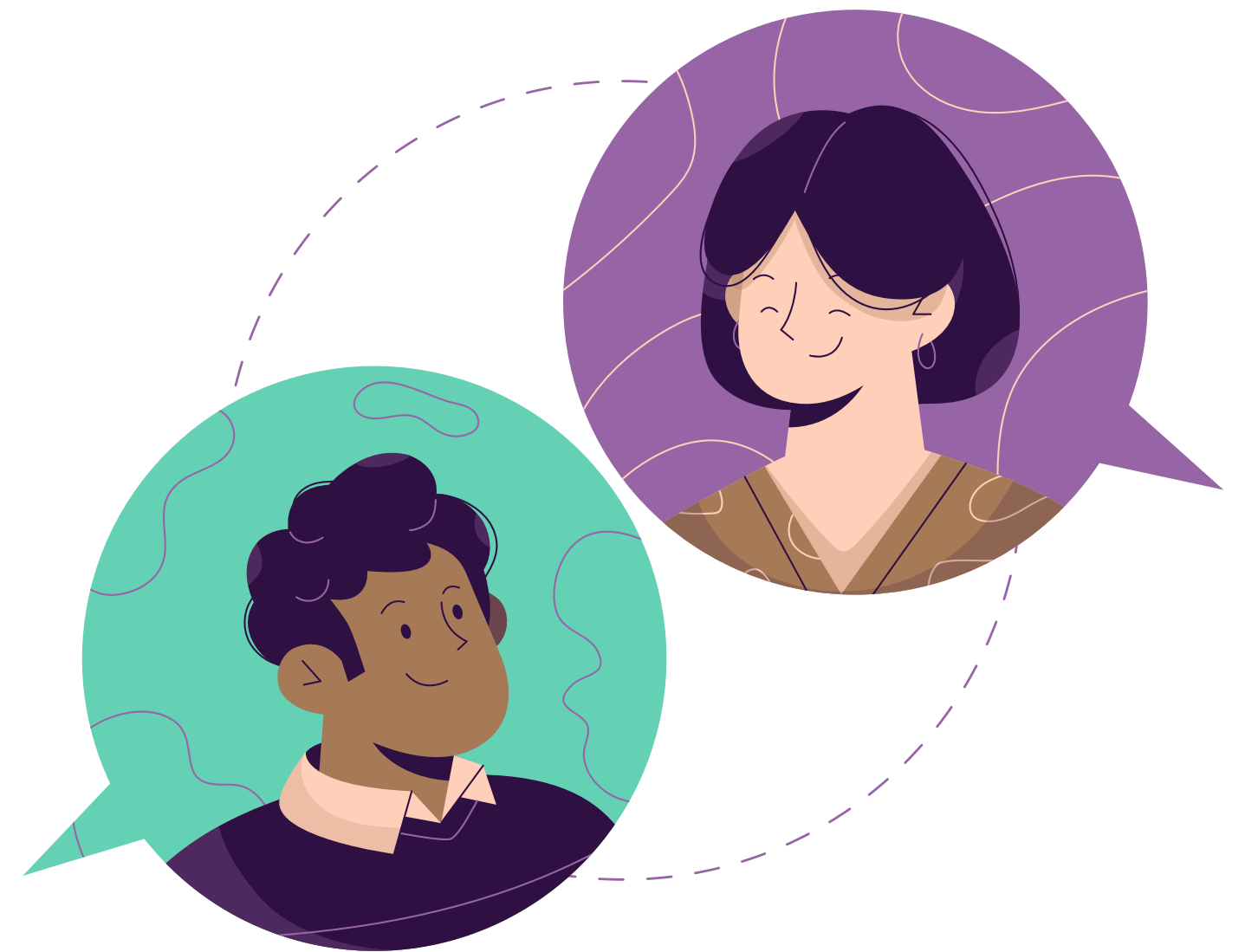


8. DISCUSS INSTEAD OF ARGUING OR DEBATING



We have a zero-tolerance policy for any form of discrimination or abuse within our community. Any behaviour which we deem to be hate speech or bullying, such as questioning the validity of peoples' identities or 'calling out' community members instead of having a private conversation, will be taken extremely seriously.

However, we welcome the discussion of viewpoints across the political spectrum as well as the discussion of different psychological views (such as biological determinism) so long as these conversations are rational, solutions-focused and, wherever possible, evidence-based.





9. NO SPAM OR MLMS

As every community member will go through our onboarding process when they join, we don't expect to be infiltrated by any spammers or multi-level marketing companies (MLMs). However, if we see that any community members are spamming channels or promoting involvement in MLMs including (but not limited to) Arbonne, Tropic, Doterra, Herbalife, Juice Plus, etc. then we will give a warning to stop or leave the community.

10. NO PROMOTIONS OUTSIDE OF DESIGNATED CHANNELS

We will have dedicated channels and opportunities to promote your business to fellow community members, and we ask that you do not post promotional messages outside of these.



11. SELF-DIAGNOSIS IS COMPLETELY VALID

We won't ever ask any of our community members to "prove" their neurodivergence with a medical diagnosis. If you identify as a neurodivergent person then you are welcome here.

The founders of Joyfully Different believe in the social model of disability, not the medical model:

- The **social model of disability** says that disability is caused by the way society is organised
- The **medical model of disability** says people are disabled by their impairments or differences



12. ABSOLUTELY NO HATE SPEECH OR BULLYING



The United Nations defines hate speech as: "Any kind of communication in speech, writing or behaviour, that attacks or uses pejorative or discriminatory language with reference to a person or a group on the basis of who they are, in other words, based on their religion, ethnicity, nationality, race, colour, descent, gender or other identity factor."

The Anti-Bullying Alliance defines bullying as: "The repetitive, intentional hurting of one person or group by another person or group, where the relationship involves an imbalance of power."

Neither of these behaviours is acceptable and will result in removal from our community.



13. USE TRIGGER WARNINGS



If a topic you are posting about in the online community or discussing at an event contains potentially sensitive triggering content, please make this known at the beginning of your post or before you speak.

This gives fellow community members the opportunity to decide whether or not to engage with your content or conversation.

A few examples of subjects which require a trigger warning are:

Sexual assault • Abuse • Child abuse/paedophilia/incest • Animal cruelty or animal death • Self-harm • Suicide • Eating disorders, body hatred, and fat phobia • Violence • Pornographic content • Kidnapping and abduction • Death or dying • Pregnancy/childbirth • Miscarriages/abortion • Blood • Mental illness • Ableism • Racism and racial slurs • Sexism and misogyny • Classism • Torture • Islamophobia and anti-Semitism • Hateful language directed at religious groups • Transphobia and transmisogyny • Homophobia



14. NO QUESTION IS A BAD QUESTION



Everyone in our community is at a different stage of their business journey, and we want you to feel safe to ask questions without any fear of judgment.

Remember, everyone who has more experience than you was once where you are now and has joined this community because they want to be part of a supportive network. Let us support you, there's no need to be afraid of asking questions because that's how we learn.

15. ASK US ANYTHING!

Got any questions about anything? Our virtual door is always open (except when we're sleeping or taking time out to rest) and you can email us at any time at alice@joyfullydifferent.co or mark@joyfullydifferent.co



HOW DO WE UPHOLD THIS MANIFESTO TOGETHER?



We are a community, and we want to collaborate and work together in a way that upholds these values together.

If you see something in the Discord community, or something is said at one of our events that causes hurt to you or a particular group of people, you are welcome to either call them in (if you feel comfortable doing so and if you have the energy) or reach out to the Directors for support in dealing with the issue in a sensitive way.

The spectrum of neurodiversity is infinite, and many of us will have very different lived experiences and have been exposed to varying cultural norms and ways of being, therefore it is important that we all work together with kindness and compassion to support each other.

We do not expect any of our members to undertake the emotional labour of educating others, which is why we are here to support you.

