

NICK SILVERSTONE

FRACTIONAL MD

Get F.I.T. > Focus | Impact | Thrive

Built for business owners, leaders, and line managers
who want to **support ADHD performance**



SNR LEADERS • ADHD COACH



A PLAYBOOK FOR ADHD AT WORK

Awareness and **understanding** is essential for those who are neurodiverse, as those who are not. For yourself or those you work with and manage.

This guide is designed to give some prospective to some of the **challenges experienced** in the workplace, whilst offering some tangible, **‘real-world’** practical **solutions** and **tactics** to manage them. In many cases, those who are neurodiverse, are already playing to their strengths for their own and the company’s benefit.

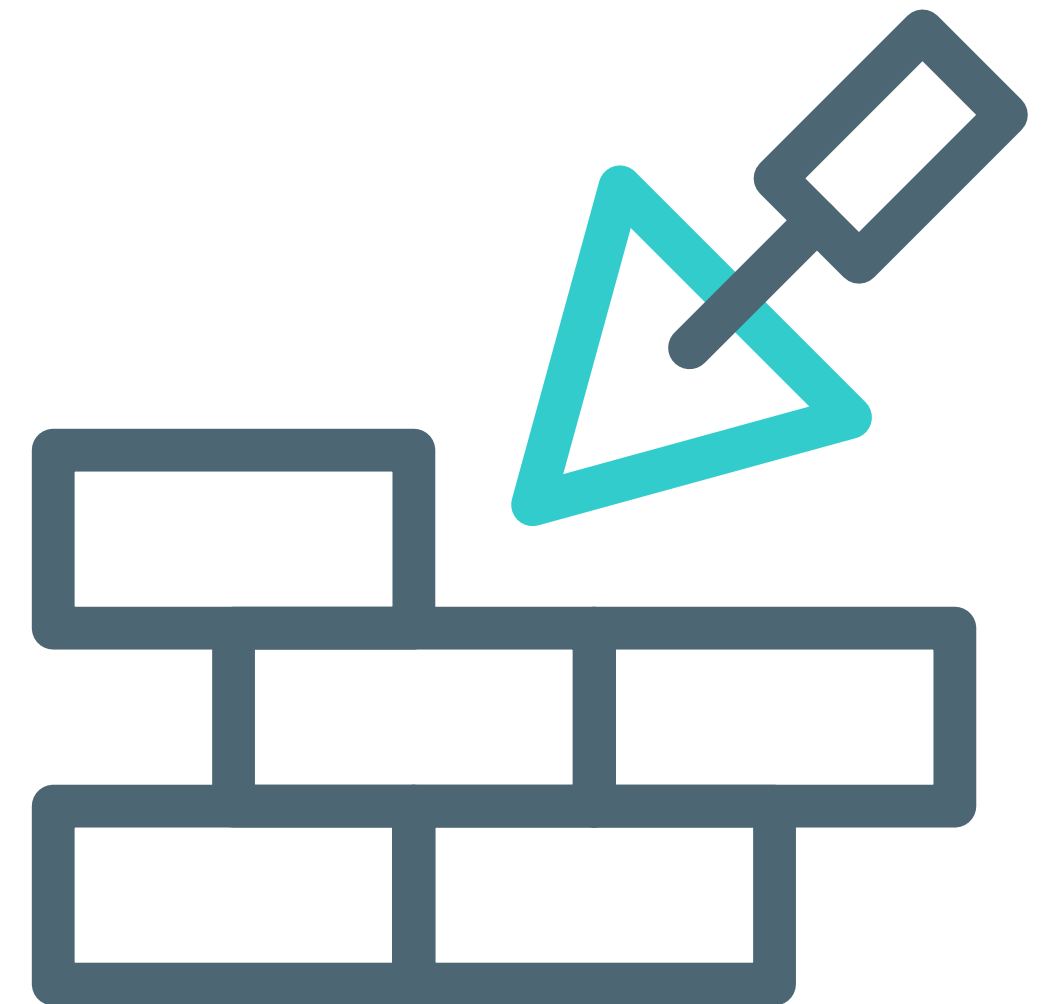
Those who are unable, might benefit from support of a **certified Senior Leaders ADHD coach** who has also run and managed many businesses and uses ‘lived’ experiences to support others. However, if you can take inspiration from some of the suggestions to implement positive change directly, this document has served its purpose.

Everything in this playbook, can be **applied to everyone**, regardless or whether they are neurotypical or neurodiverse. It is just **BEST** practice for the workplace.

Nick



FOUNDATIONS



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FOUNDATIONS

1. WHAT **ACTUALLY** IS ADHD IN THE WORKPLACE?



ADHD (Attention Deficit Hyperactivity Disorder) is a neurological condition affecting executive function, emotional regulation, focus, and working memory.



In the workplace, ADHD doesn't always show up as hyperactivity. It can manifest as time blindness, inconsistent output, forgetfulness, restlessness, impulsivity, or creative bursts followed by periods of paralysis.



ADHD is not a lack of knowledge or intent, it's a difficulty with execution, consistency, and managing the 'how and when' of tasks, especially under pressure or ambiguity.



The workplace often demands linear thinking, time tracking, sustained focus, and inbox organisation, areas that challenge ADHD brains.



"ADHD is not a deficit of attention. It's **a difference** in attention regulation."

FOUNDATIONS

2. WHY ADHD IS **OFTEN MISUNDERSTOOD** IN BUSINESS



Executive Function: ADHD is fundamentally a disorder of executive function, the brain's management system. It affects planning, organisation, impulse control, emotional regulation, working memory, and time awareness. This means people may know what to do, but struggle with when and how to do it consistently.



RSD (Rejection Sensitive Dysphoria): Many ADHDers experience extreme emotional sensitivity, especially to perceived criticism or rejection. This can result in withdrawal, people-pleasing, over-apologising, or conflict-avoidant behaviours that may confuse managers.



Masking: Especially common in women and late-diagnosed professionals, masking is the effort to appear “neurotypical.” It leads to exhaustion, burnout, and inconsistent performance. Colleagues may never see the internal effort required just to appear ‘on task.’



Misinterpretation: These factors often lead ADHD behaviours to be labelled as laziness, attitude problems, emotional immaturity, or lack of professionalism, when in fact they are functional challenges rooted in brain wiring



“You’re **not** seeing poor attitude. You’re seeing an invisible executive load.”

FOUNDATIONS

3. 5 COMMON WORKPLACE BLOCKERS

These are recurring executive function breakdowns that derail productivity in ADHD individuals, often misread as underperformance:



Time Blindness: Difficulty sensing the passage of time or estimating how long tasks take.



Overwhelm & Cognitive Overload: Struggling to filter, sequence, or triage multiple demands, especially under deadline pressure.



Procrastination & Perfectionism: Starting feels impossible when the pressure to get it right is too high.



Prioritisation & Decision Paralysis: Everything feels equally urgent, which leads to task-hopping or avoidance.



Context Switching & Focus Drift: Each interruption resets focus; too many shifts = mental fatigue and low-quality output.



“These blockers **aren’t** attitude problems — they’re predictable performance friction points.”

FOUNDATIONS

4. THE **IMPACT** ON BUSINESS **PERFORMANCE**

When ADHD isn't understood or supported, the cost isn't just emotional, it's commercial:



Lost productivity: UK data suggests neurodivergent employees can lose 20-30% of productive time due to poor fit between work demands and their brain wiring.



High burnout risk: Masking, micro-corrections, and overcompensation lead to exhaustion.



Attrition: Employees leave or are let go, not due to capability, but due to lack of understanding and support.



Poor ROI on talent: Hidden strengths (e.g., creative problem-solving, rapid pattern matching, calm in chaos) go untapped.



“Support ADHD brains, and you **unlock high performers hiding in plain sight.”**

FOUNDATIONS

5. THE MISSED OPPORTUNITY

ADHD minds, when supported, bring **massive upside**:

-  Creativity, lateral thinking, crisis response, high empathy, idea generation, and **bold** vision.
-  Many **entrepreneurs, founders, and change-makers** are undiagnosed or late-diagnosed ADHDers.
-  Without structure, ADHD can look chaotic. With the right system? It's an **untapped strength** for any business.
-  Most teams are missing out because they're applying **neurotypical expectations** to neurodivergent brains.

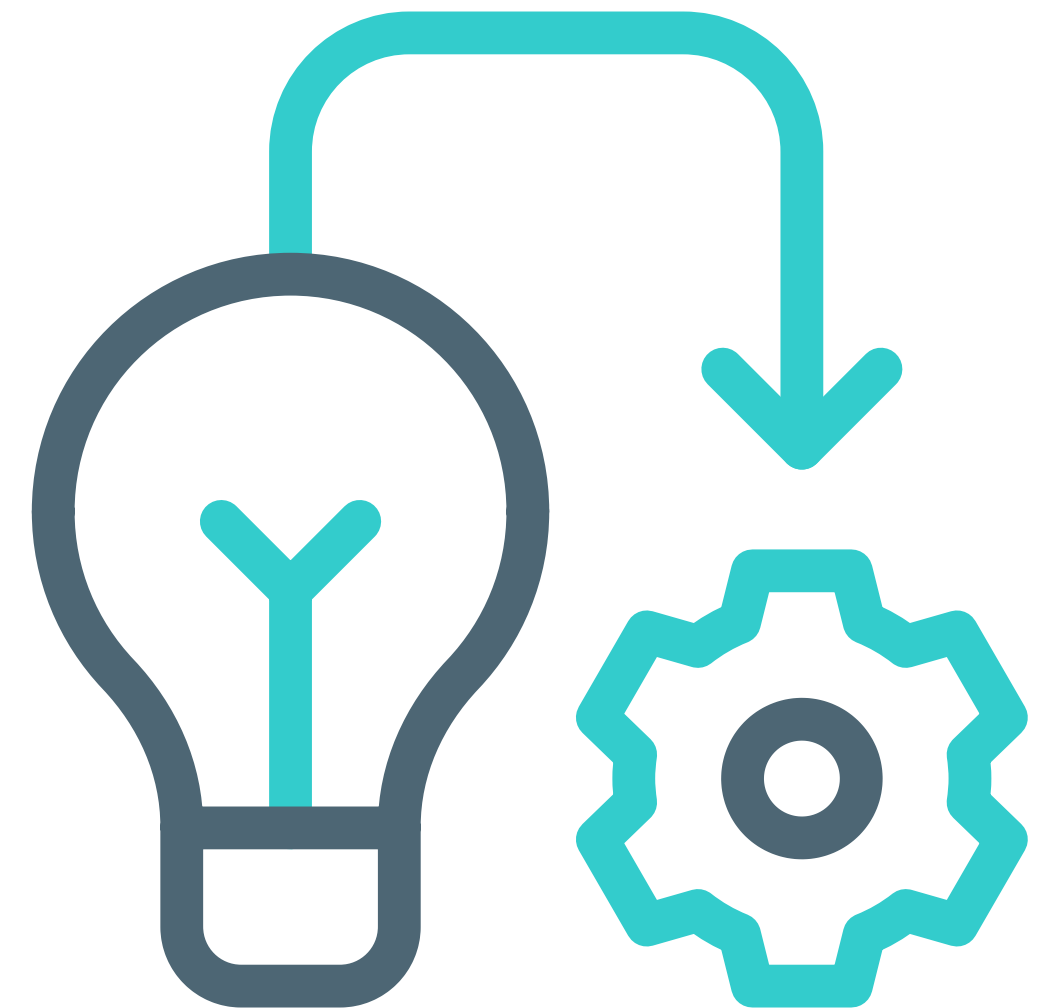


“What looks like inconsistency may be **hidden brilliance**.”





IMPLEMENTATION



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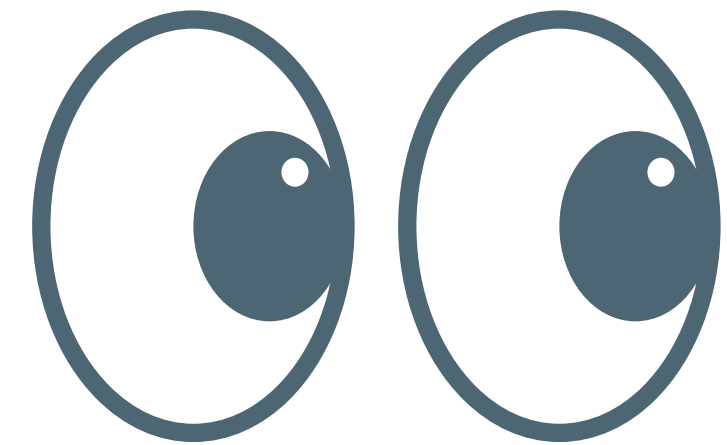


IMPLEMENTATION

BLOCKER NO.1: TIME BLINDNESS

What it **Looks Like**:

- Frequently late or misses deadlines
- Starts tasks too late or overestimates time left
- Always in a rush or unaware of how long things take
- Poor time estimates even for repeated tasks
- Last-minute bursts of intense productivity



Where it **Hurts**:

- Missed deadlines
- Frustrated colleagues/managers
- Delivery bottlenecks
- Firefighting becomes default
- False assumption of disorganisation or laziness



IMPLEMENTATION

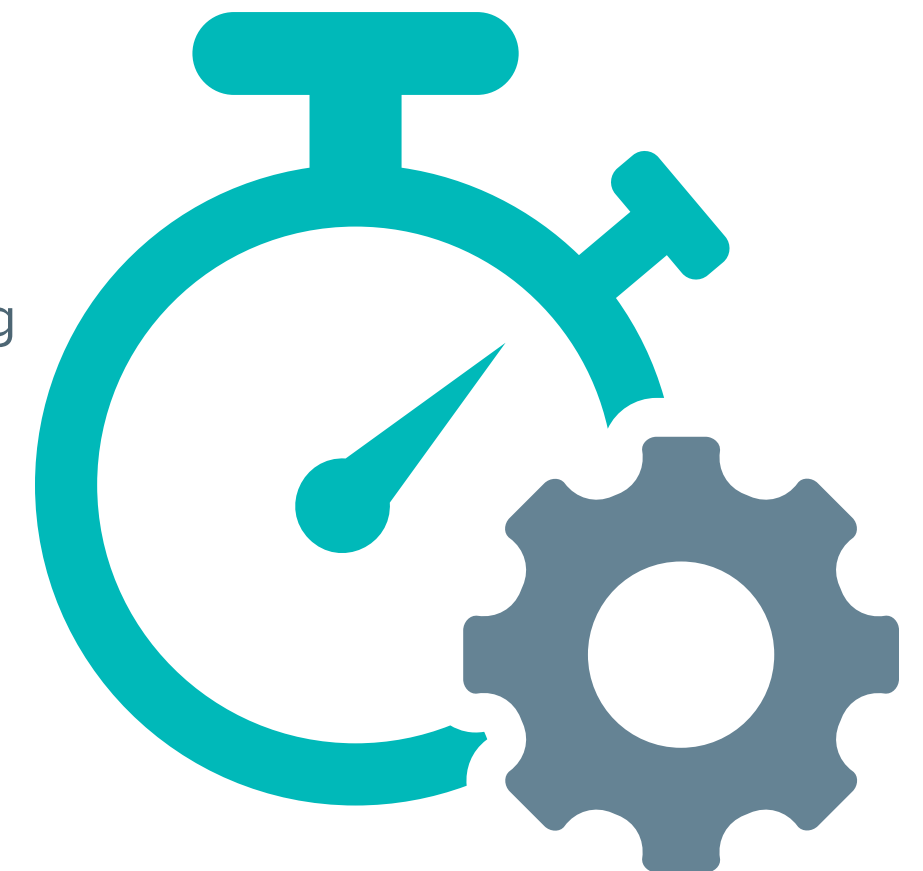
BLOCKER NO.1: TIME BLINDNESS



SOME EXAMPLES OF HOW TO **FIX IT** | 10X **PRACTICAL TACTICS AND SOLUTIONS**



1. Use visible digital timers (e.g. Pomodoro, Time Timer)
2. Break time into 'chunks' with named zones: "Deep Work", "Admin", "Calls"
3. Time audits – review how long tasks actually take
4. Daily wrap-up routines with "what did I do and what's left?"
5. Visual time blocks on shared calendars
6. Recurring morning check-in rituals
7. Move deadlines to earlier than needed for internal planning
8. Pre-decision: "If I haven't started by X time, I will..."
9. Give task estimates and compare with outcomes
10. Set up task timers to alert when a task is running long



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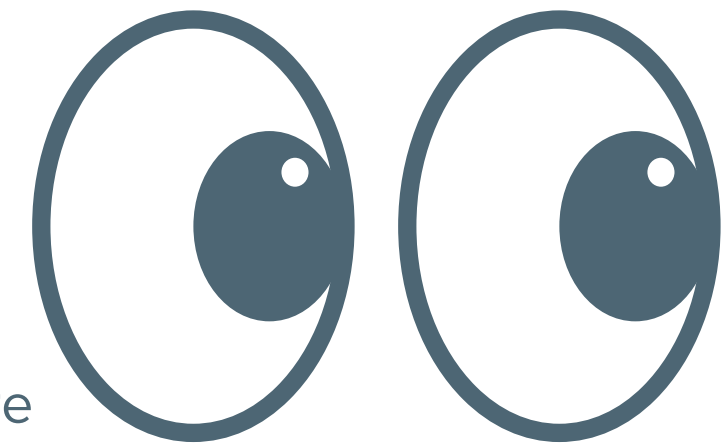


IMPLEMENTATION

BLOCKERS NO.2: OVERWHELM & COGNITIVE OVERLOAD

What it **Looks Like**:

- Paralysed by long to-do lists
- Starts tasks but abandons them halfway
- Becomes withdrawn or emotional
- Appears scattered, panicked or snappy under pressure
- Reluctant to start complex tasks



Where it **Hurts**:

- Missed priorities
- Burnout risk
- Breakdowns in communication
- Errors or duplicated work
- Over-reliance on others to reorient



IMPLEMENTATION

BLOCKERS NO.2: OVERWHELM & COGNITIVE OVERLOAD



SOME EXAMPLES OF HOW TO **FIX IT** | 10X **PRACTICAL TACTICS AND SOLUTIONS**



1. 3-task daily rule: Only plan 3 key deliverables per day
2. Colour-coded task types (urgent, deep focus, light admin)
3. “Brain dump” sessions to externalise mental clutter
4. Priority filters (e.g. urgent vs important matrix)
5. Morning triage with line manager
6. Avoid assigning multiple large projects simultaneously
7. Use visuals: whiteboards, post-its, mind maps
8. Build clear ‘what good looks like’ for each task
9. Incorporate reset breaks (no screen, 5–10 mins)
10. Buddy system for accountability without micromanaging

1



2



3

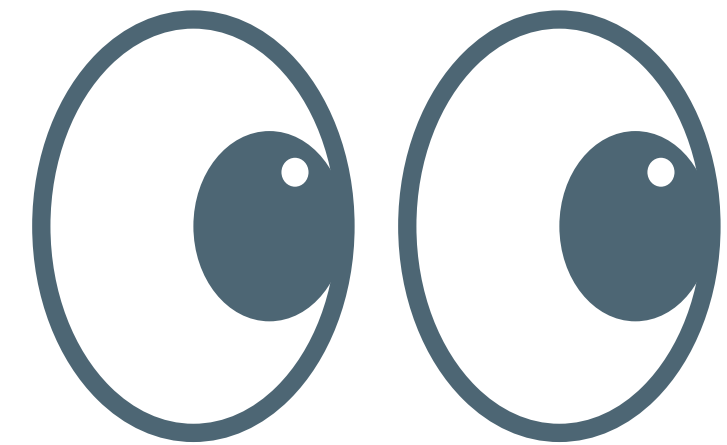


IMPLEMENTATION

BLOCKERS NO.3: PROCRASTINATION & PERFECTIONISM

What it **Looks Like**:

- Delays starting until pressure is overwhelming
- Disguises procrastination as over-preparation
- Worries endlessly over getting it “right”
- Spends hours tweaking minor details
- Abandons projects out of fear of failure



Where it **Hurts**:

- Slow progress on strategic work
- Work delivered under duress, often late
- Mood and confidence dips
- Others pick up slack
- Talent underused or disengaged



IMPLEMENTATION

BLOCKERS NO.3: PROCRASTINATION & PERFECTIONISM



SOME EXAMPLES OF HOW TO **FIX IT** | 10X **PRACTICAL TACTICS AND SOLUTIONS**



1. Introduce “rough draft culture” — $v1 > v0$
2. Set 15-minute task sprints to just get started
3. Share incomplete work early for feedback
4. Build mini-deadlines and milestones
5. “Done is better than perfect” mantra
6. Pair working or co-working sessions
7. Use templates to avoid perfection loops
8. Publicly state a deadline (adds accountability)
9. Create review rituals instead of “final perfection”
10. Allow “permission to be average” in first draft

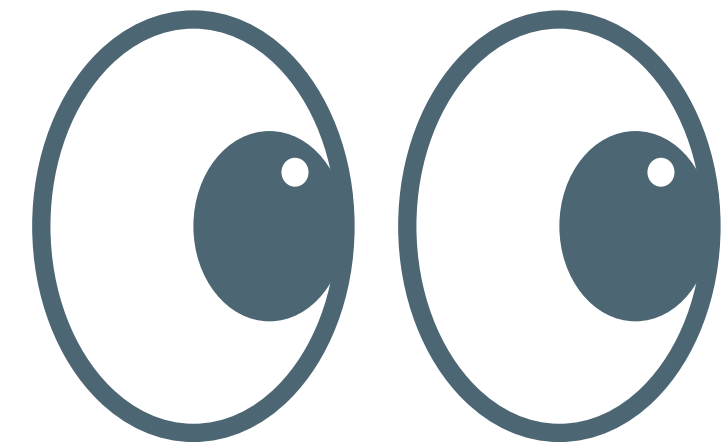


IMPLEMENTATION

BLOCKERS NO.4: PRIORITISATION & DECISION PARALYSIS

What it **Looks Like**:

- Everything seems equally important
- Decision-making stalls progress
- Bounces between unrelated tasks
- Avoids planning due to mental overload
- Gets stuck in loops: “Should I do A or B?”



Where it **Hurts**:

- Tasks remain half-done
- Inconsistent focus across team
- Reactive instead of proactive delivery
- Senior team ends up firefighting
- Poor use of time and talent



IMPLEMENTATION

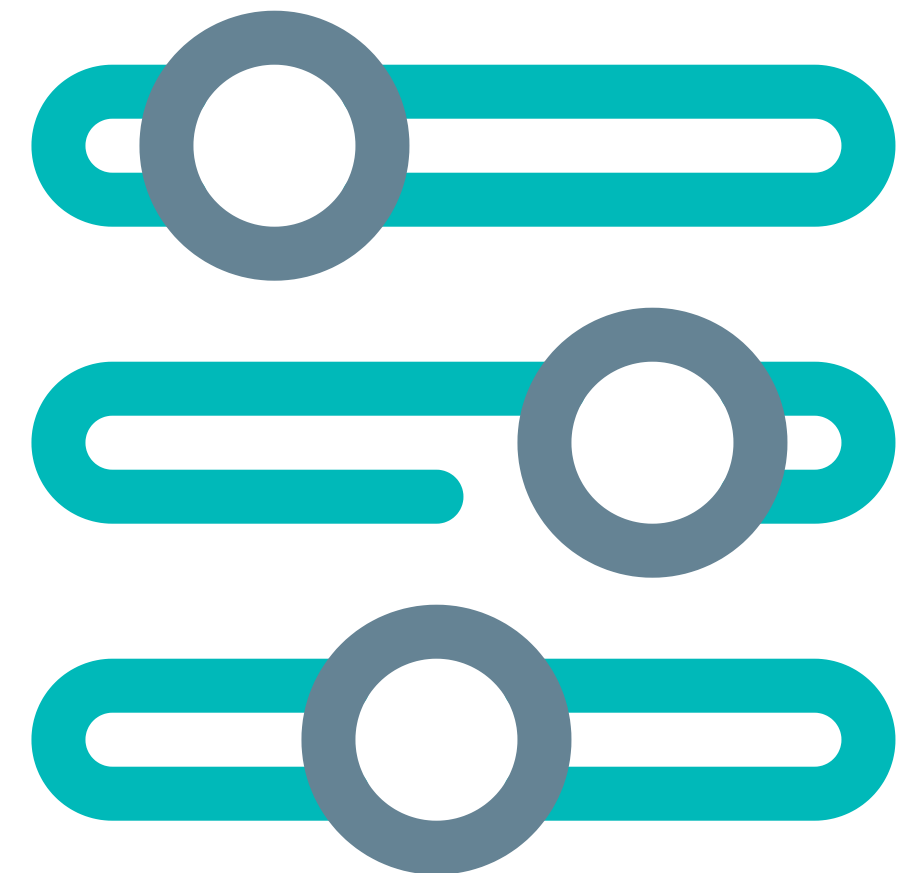
BLOCKERS NO.4: PRIORITISATION & DECISION PARALYSIS



SOME EXAMPLES OF HOW TO **FIX IT** | 10X **PRACTICAL TACTICS AND SOLUTIONS**



1. “Top 3 priorities only” rule each morning
2. Visualise priorities via Kanban or Monday.com
3. Decision-making rubrics (e.g. impact vs effort)
4. Delegate low-value tasks deliberately
5. Set “office hours” for small decisions
6. Remove low-priority tasks from view
7. Clarify decision rights (“who decides what?”)
8. Use a “Not Now” list to park distractions
9. Train team on decision fatigue and batching
10. Coach “good enough” decisions vs perfect ones

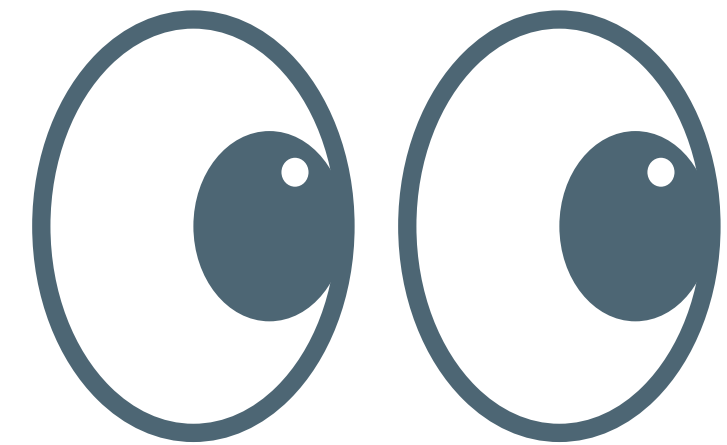


IMPLEMENTATION

BLOCKERS NO.5: CONTEXT SWITCHING & FOCUS DRIFT

What it **Looks Like**:

- Interruptions derail entire workflow
- Spends more time restarting than progressing
- Unstructured days = scattered outcomes
- Avoids deep work due to distractions
- Gets stuck in email/Slack loops



Where it **Hurts**:

- Lower work quality
- Frustrated stakeholders
- Delayed delivery
- “Always busy, nothing done” syndrome
- Mental fatigue and irritability



IMPLEMENTATION

BLOCKERS NO.5: CONTEXT SWITCHING & FOCUS DRIFT



SOME EXAMPLES OF HOW TO **FIX IT** | 10X **PRACTICAL TACTICS AND SOLUTIONS**



1. Time block deep work with calendar protection
2. Set email/Slack check windows (e.g., 10am & 3pm)
3. Reduce unnecessary meetings
4. Use 'Focus Mode' apps or browser blockers
5. Work in 90-minute focus cycles
6. Put phone in another room
7. Agree "Do Not Disturb" signals or hours
8. Log interruption triggers for awareness
9. Have a written daily plan to re-anchor quickly
10. Encourage asynchronous comms over meetings





TRANSFORMATION



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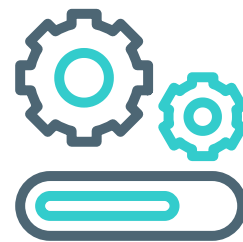


TRANSFORMATION

FROM MICROMANAGEMENT TO STRATEGIC COACHING



Pain: Managers stuck firefighting behaviours, not developing performance.



Shift: Educate on executive function. Train in clear requests and check-in cycles.



Impact: Better trust, earlier intervention, improved performance ownership.

“Replace correction with **collaboration** - the ROI is trust.”



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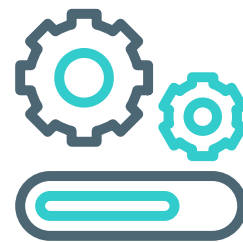


TRANSFORMATION

FROM MASKING TO AUTHENTIC ENGAGEMENT



Pain: Staff hide struggles, leading to burnout and disengagement.



Shift: Model openness. Create safe disclosure environments.



Impact: More honesty, better team culture, improved wellbeing.

You don't need to 'fix' them.
Just give them room to work how they **work best**."



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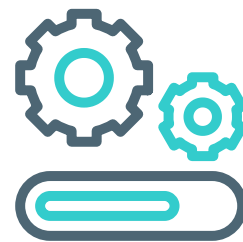


TRANSFORMATION

FROM MISSED DEADLINES TO PREDICTABLE DELIVERY



Pain: Teams can't rely on when ADHDers will deliver.



Shift: Add clarity: time blocks, planning rituals, async updates.



Impact: Predictability improves. Trust builds. Anxiety drops.

“Predictability builds **trust**, even with brains that don't run on rails.”

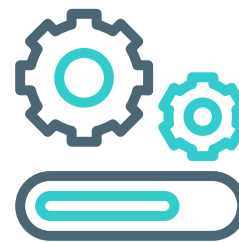


TRANSFORMATION

ROLE AMBIGUITY TO CLARITY & CONFIDENCE



Pain: Vague roles = confusion, stress, and drop in confidence.



Shift: Use visual SOPs, role canvases, and clarity sessions.



Impact: Predictability improves. Trust builds. Anxiety drops.

“Clarity isn’t micro — it’s **the map** that lets your people thrive.”

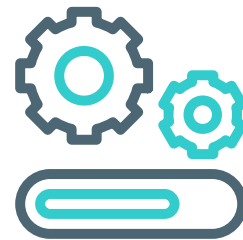


TRANSFORMATION

FROM TALENT WASTE TO STRATEGIC ADVANTAGE



Pain: ADHDers miscast or misunderstood.



Shift: Map strengths, energy cycles, and role-fit better.



Impact: More innovation, less attrition, stronger culture.

“Unblock their **brilliance**. That’s how you build **category-leading teams**.”



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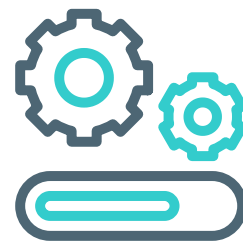


TRANSFORMATION

FROM RISK TO ROI: ADHD AS A BUSINESS DECISION



Pain: Seen as a liability or ‘issue’ to manage.



Shift: Frame as ROI: reduce turnover, improve delivery, increase diversity of thought.



Impact: Buy-in increases. Adjustments get funded. Wins compound.

“Neuroinclusion **isn’t** a favour. It’s a **growth strategy**.”



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NEED SUPPORT?

FOCUS | IMPACT | THRIVE - LET'S BUILD A BUSINESS WHERE **EVERY BRAIN FITS**.



60-Minute Team **Webinar**

A punchy, high-impact session that demystifies ADHD in the workplace. Includes real-life scenarios, interactive polls, and takeaway resources. Great for HR teams, Senior Leaders, Line Managers, and People Ops.



Team **Workshop**

Ideal for smaller teams, department heads or leadership groups. Includes breakout discussions, role-specific case studies, and Q&A.



1:1 ADHD **Coaching**

Confidential support for business owners, directors or high-performing staff. Focused on task-switching, decision-making, managing overwhelm, and developing ADHD-smart strategies.

What to know more?

➡ Click [here](#) ⬅

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WHAT IS SENIOR LEADERS ADHD COACHING?



"Learning about neurodiversity is like **wearing glasses** - you can see the mess, but **don't know how** to clean it"

-Leanne Maskell

WHAT ADHD COACHING TYPICALLY COVERS?



What we want to achieve	Focus	How it Helps ADHD Leaders
Clarity	Define goals, priorities, and purpose	Reduces overwhelm and “idea flood”
Structure	Systems, routines, planning	Compensates for working memory & task-switching issues
Activation	Motivation, task initiation, breaking inertia	Addresses procrastination and paralysis
Regulation	Emotional self-management, managing overstimulation	Helps with impulsivity, burnout, and overcommitting
Accountability	Tracking, reflection, external check-ins	Builds habits, reduces inconsistency
Strengths-Based Focus	Leveraging creativity, hyperfocus, problem-solving	Builds confidence and long-term traction



A bit about me

A successful career spanning a breadth of industries

Property | SaaS | Recruitment | IT | Healthcare | Marketing



Formally MD of Wagada Digital

Helped grow a marketing agency from local SEO agency with several £100k turnover to a 3 office office national agency with international client base and **multi-million pound** turnover.



I'm now a Fractional MD and ADHD Coach

Working with a number of founders and business leaders helping them to scale, ready for exit or be better



Get **F.I.T** - Foundations | Implementation | Transformation

