



# UNLEASHING THE HIDDEN POTENTIAL

Entrepreneurship, Aspergers, and  
the Power of Technology in Business



**Gary Spence**

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# Foreword

It is with great pleasure that I introduce this important book on “Unleashing the Hidden Potential: Entrepreneurship, Aspergers, and the Power of Technology in Business”, authored by my very good friend and colleague, Gary Spence.

I was delighted when Gary asked me to help him publish the book through my Reading Room 51 website as well as on Amazon. Gary is a good friend, with Asperger's, who has overcome many challenges and has now decided to share his knowledge and experience with the world.

As someone who has witnessed first-hand his struggles and triumphs, I can attest to the importance of this book in promoting awareness, understanding, and acceptance of this often-misunderstood condition. Gary's insights provide a unique perspective that is both informative and compassionate.

This book is a comprehensive guide to Asperger's Syndrome and how it can benefit entrepreneurship and the Power of Technology in Business context, and coping with its associated challenges. It is written in a clear and accessible style that makes it easy to understand for readers of all backgrounds.

But what sets this book apart is its emphasis on reaching a wide audience. Gary has worked tirelessly to ensure that the books launch is promoted across many platforms, including social media, blogs, and other online channels, in order to promote understanding and raise awareness about Asperger's Syndrome. This commitment to making a difference is a testament to the Gary's passion and dedication to the cause.

I am confident that this book will prove invaluable to individuals with Asperger's Syndrome, their families, and anyone interested in learning more about this condition. It is my hope, and that of Gary, that it will inspire greater understanding and acceptance of those who are different (but everyone is different aren't we? We all just have a different way of looking at things, and that can't be bad, can it?), and encourage us all to embrace diversity and celebrate the unique qualities that make us who we are.

Congratulations to Gary for bringing this book to life, and thank you for your important contributions to the cause of understanding Asperger's Syndrome.

# Introduction

As an entrepreneur with Asperger's, I have researched and learned a lot about this condition, how it can impact one's professional life as well as personal. Here are some insights that may be helpful for anyone seeking to better understand Asperger's from an entrepreneur's perspective.

Firstly, you need to understand that we are no different on the outside. Understanding a person with Asperger's can be challenging, so understanding ourselves is also not very easy, but it's important to remember that everyone is unique and experiences the disorder differently. Here are some tips for understanding and interacting with individuals with Asperger's.

This is vital, very few people know I have Asperger's including close friends, and this is mainly because I, up until now kept it a secret. Life teaches us many things and we experience good and bad. so when we feel comfortable in ourselves then we feel comfortable in letting people enter our inner world.

Now here are some tips, but everyone is different;

Be patient: People with Asperger's may have difficulty with social interaction and communication, so it's important to be patient and understanding. For me it's hugging, I don't like to hug people or show affection in public. I will shake your hand, but not hug.

Be clear and concise: Individuals with Asperger's may struggle with abstract or vague language, so it's important to be clear and concise in your communication. Say what you mean a 3-minute chat, not hours. Think bullet points.

Avoid sarcasm and humour: Sarcasm and humour can be difficult for individuals with Asperger's to understand, so it's best to avoid using these forms of communication. As I've said everyone is different, now for me, I can be very sarcastic, and some might say I'm funny.

Focus on the person's strengths: Individuals with Asperger's often have unique strengths and talents, so focus on these and help the person to develop and showcase their skills. If I have no interest in something, I really have no interest in it.

Be mindful of sensory issues: Individuals with Asperger's may be sensitive to certain stimuli such as loud noises or bright lights. So be mindful of this and make adjustments when necessary.

Respect the person's need for routine: Individuals with Asperger's may have difficulty with transitions or changes in routine, so try to maintain a consistent schedule when possible. Time keeping, time keeping, time keeping, I hate being late.

Allow for breaks: Individuals with Asperger's may become overwhelmed or overstimulated, so allow for breaks or quiet time when needed. Again, not everyone. I do like to just be on my own at times, but not always.

Be non-judgmental: It's important to avoid judging or criticising individuals with Asperger's for their behaviour or actions as this can be harmful and unhelpful. Don't judge and don't tell me what I should be doing or not doing. For years I smoked and people told me to stop smoking. Me: no. Then one day I decided I will just stop smoking and I did.

Seek professional help if needed: If you are struggling to understand or communicate with someone with Asperger's, seek professional help from a therapist or other healthcare provider. Easier said than done, it really is this is a difficult one because I like to deal with my own issues in time of challenges or problems, I like to not tell people.

Educate yourself: Educate yourself about Asperger's and the challenges that individuals with the disorder may face. This can help you to better understand and support them. Everyone is human.

Asperger's Syndrome, also known as Autism Spectrum Disorder, affects many people worldwide. It's a neurological condition that affects an individual's ability to communicate and socialise effectively. While it can make certain aspects of life more challenging, it can also present unique advantages for entrepreneurs.

First and foremost, people with Asperger's often have a remarkable ability to focus on tasks and stay committed to them. This level of dedication can be a tremendous asset when it comes to building a business from scratch. Entrepreneurs with Asperger's are often able to remain focused on the details of a project for long periods, which can lead to more accurate and precise work.

Another trait that can be an advantage in the entrepreneurial world is the ability to think outside the box. Asperger's often presents a unique perspective on the world, which can lead to innovative ideas that others may not consider. Entrepreneurs with Asperger's may be more likely to see patterns and connections that others miss, which can give them a competitive edge.

One of the challenges of Asperger's is difficulty with social interaction. This can make networking and sales challenging for some entrepreneurs with the condition. However, this doesn't mean that individuals with Asperger's can't be successful in these areas. It simply means that they may need to approach them differently. For example, many entrepreneurs with Asperger's find that written communication, such as emails or messaging, is more comfortable than face-to-face conversation. Additionally, it's essential to recognise that social skills can be learned and developed with practice.

This is somewhat a challenge. I have fulfilled many roles during my life from being the person in the corner of the room all the way through to the chairman. Now, being the chairman is a lot easier than walking into a room of strangers. Owning the space, commanding as a leader is fine but being the new person is a challenge.

It's important to acknowledge that Asperger's can be both a strength and a weakness. While it can provide unique advantages, it can also present challenges that need to be addressed. As an entrepreneur with Asperger's, I've found that it's crucial to recognise my limitations and seek support when needed. This may involve hiring someone to help with tasks that are challenging, such as managing social media or handling customer service.