



MARS

How Mars Scaled Cognitive Inclusion with the Aubi-One Platform and Lifted Neurodivergent Disclosure by 28%

Resource

Mars At a glance

Industry:

Global Manufacturing

Employees:

150,000+

Platform Modules:

Aubi-Profile - Aubi-Live - Aubi-Library - Aubi-Coach

Project Outcome:

Global-scale platform adoption delivering measurable organisational impact

Project Highlights

87% manager confidence

28% increase in disclosure

45% increase in community engagement

The Challenge

Mars wanted to strengthen cognitive inclusion across its global workforce while improving support for neurodivergent associates and increasing leadership capability — at a scale no manual, one-off training programme could sustain.

Although inclusion was already an organisational priority, there was limited visibility of the neurodivergent population, inconsistent support mechanisms and no single platform giving managers always-on access to the tools and guidance needed to build confidence at scale.

Our Approach

Mars deployed the Aubi-One platform, giving every associate always-on access to assessments, live events, an on-demand content library and coaching — all within a single, self-serve product.

Executive sponsorship and an organisation-wide launch campaign drove fast adoption, while the platform's content was built on neuroscience research and shaped by Mars' own Neuroconnect Associate Resource Group.

The rollout included:

- Executive dashboard access and reporting
- Organisation-wide platform launch campaign
- Aubi-Library: multi-modal, on-demand content

- Aubi-Live virtual events, hosted across time zones
- In-platform manager guidance and toolkits

Because everything ran through a single platform, employees could log in and access support whenever they needed it – no scheduling required – while managers built the confidence to lead cognitively diverse teams.

Business Outcomes

The platform delivered measurable organisational impact, tracked continuously through Aubi-One's built-in analytics.

Workforce Engagement

- Participants from more than 10 countries
- Digital engagement reached 185% of target
- More than 100 managers participated

Leadership Capability

- 87% of managers reported greater confidence supporting neurodivergent colleagues
- 32% increase in familiarity with inclusive practices

Employee Experience

- 28% increase in neurodivergent self-disclosure
- 45% increase in engagement with the Neuroconnect Associate Resource Group



***This is the first time I've felt my
brain was not a problem to
manage, but a strength to be
recognized.***

Mars Associate, Neuroconnect Programme Participant

Lasting Impact

The platform moved Mars beyond one-off awareness sessions by embedding cognitive inclusion directly into leadership development and everyday working practices. Mars established scalable, always-available support that strengthened manager capability, increased employee confidence and created a foundation for continued organisational improvement.

The impact extended into organisational policy and process: Mars introduced new neuroinclusive onboarding practices, developed standardised guidance for reasonable adjustments now embedded in HR and manager toolkits, and formally integrated neuroinclusion principles into its leadership development and talent processes — all reinforced by the ongoing data the platform continues to generate.

Expanding Platform Usage: The Aubi-Live Module

Building on strong adoption of the core platform, Mars activated the Aubi-Live to give employees access to personalised, bookable coaching directly within Aubi-One, covering topics like executive functioning and confident leadership of diverse minds, alongside on-demand drop-in coaching sessions for in-the-moment challenges.

- 100% of participants would recommend Aubi-Coach to a colleague
- 100% would choose to work with their coach again
- 87.5% had already applied at least one coaching tool or strategy in their role
- 86% strongly agreed the coaching helped them improve real work challenges

Katie works in a way that really resonated with me and the way my brain works. I had so many 'light bulb' moments... I am pleased to say that I have been using some of the tools and skills we were taught and it has already been a game changer for me.

Coaching Participant, Mars

Platform Modules Used

- **Aubi-Live** (Virtual Events and Coaching)
- **Aubi-Library** (On-Demand Content)
- Data & Insights Dashboard

Why Organisations Choose the Aubi-One Platform

Every organisation has different challenges, but the path to a more cognitively inclusive workplace looks the same once the right platform is in place.

See your workforce, instantly.

Aubi-One's built-in analytics surface strengths, barriers and opportunities as soon as associates start using the platform – no separate research phase required.

Deploy in weeks, not months.

A single, configurable platform aligns to your people, culture and business objectives, so you're live company-wide fast.

Self-serve, always-on support.

Employees get accessible learning, coaching and digital support they can use anytime, from any device – no scheduling, no waiting.

Prove ROI as you go.

Live dashboards track engagement and outcomes continuously, so you can demonstrate organisational value at any point – without a separate evaluation project.



Book a demo or Contact us

See what the Aubi-One platform could do for your organisation.