

Words Matter. Let's Talk Differently.

Shift into a strength-based way of speaking, because language shapes how our children are seen, supported and understood.

Shift from deficit based...



Suffers from autism



Make eye contact, it's polite!



Doesn't cope well with change



Was diagnosed with a disorder



Is defiant



Stop fidgeting, it's distracting



High-functioning/
low-functioning

to neurodiversity affirming



Is autistic



Would you prefer to look elsewhere while we talk?



Thrives with predictability



Was assessed as neurodivergent



Is seeking control to feel safe



If fidgeting helps you focus, feel free to continue



High support needs/
low support needs

Understanding Zoe

The first AI-powered app that is strength-based and designed for everyone supporting a neurodivergent child

Understanding Zoe

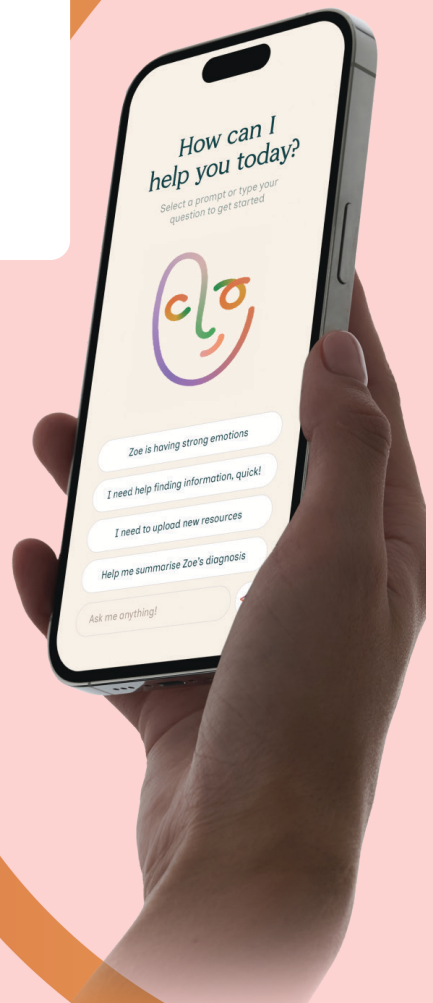
Real support starts with
real understanding

- ✓ Get **personalised** tips in tough moments so you can respond with confidence.
- ✓ Invite **educators**, teachers or therapists so your child gets consistent support.
- ✓ Keep **reports** and **notes** together so everyone has what they need, on time.

This is gamechanger. Your words, not ours.

“This app is so great for helping me and my 7 year old autistic son. It gives me advice on the moment about how to handle meltdowns, how unpack emotional and social issues and get ideas about activities to expand our lives. I cannot recommend it highly enough.”

“This app has been a serious game changer for our family. It is so helpful to have an app where I can store all the information to share with our care team, teachers & others. Thank you Understanding Zoe for your innovation & knowing of what families need.”



Scan to start with 2 months FREE by using
the coupon code NEURODIVERGENTMINDS

To learn more, visit:

understandingzoe.com