At Accenture Research, we look at trends, what's happening in the business world.

Right now, we're seeing two big trends shaping a lot of business decision-making.

On the one hand, you've got disruption, so we're thinking about how innovation can be used by companies to stay ahead of the disruption curve.

The other aspect is workplace culture, so how do companies create environments in which everyone can be successful.

We wanted to understand if a business creates a more equal culture, does it do so at the detriment of innovative activity? Or actually, by creating more equal culture, do you actually boost innovative activity?

Essentially, that was the hypothesis going in. So, we did a lot of reading, given we're in research.
and we spoke to a lot of people.

We spoke to experts outside Accenture and inside Accenture in terms of innovation, and asked them, what drives innovative activity amongst employees?

We settled on six areas that we felt were key elements of driving an innovation mindset, so that's an employee's ability and willingness to innovate.

Those are things like purpose, so understanding what the organisation is trying to achieve collectively.

Experimentation, that's the ability to innovate without fear of failure.

And also resources, so that's having the time and the tools available to innovate.

Then we tested that with 18,000 people across 27 geographies around the world.

We asked them about the culture of their organisation.

Are they offered flexible working, women's networks?
Do leaders champion diversity?

The other element was to ask them about their innovation mindsets.

The upshot is, happily for us because this is what we were hoping, is that by creating a more equal culture you actually boost innovation mindset.

So, the relationship is very, very strong.

To give you an example, in the top ten percent of companies by equality, so the most equal environments, the average innovation mindset is twice as high.

You have to encourage people, enable people to be innovative.

Our key message for business is fix your culture.

Do you want to be in that top ten percent where your employees have an innovation mindset which is twice the average?

I think in this time of epic disruption, it's yes.

Ultimately, that's beneficial for employees, it's beneficial for businesses and it is beneficial for society as a whole.