



# ACCENTURE RESEARCH

## VIDEO TRANSCRIPT

145  
00:08:22,000 --> 00:08:24,280  
At Accenture Research,  
we look at trends,

146  
00:08:24,440 --> 00:08:26,160  
what's happening in the business world.

147  
00:08:26,320 --> 00:08:29,240  
Right now, we're seeing two big trends

148  
00:08:29,400 --> 00:08:32,000  
shaping a lot of business  
decision-making.

149  
00:08:32,160 --> 00:08:36,200  
On the one hand, you've got disruption,  
so we're thinking about

150  
00:08:36,360 --> 00:08:40,480  
how innovation can be used by companies  
to stay ahead of the disruption curve.

151  
00:08:40,640 --> 00:08:42,560  
The other aspect is workplace culture,

152  
00:08:42,720 --> 00:08:45,560  
so how do companies create environments

153  
00:08:45,720 --> 00:08:48,560  
in which everyone can be successful,

154  
00:08:48,720 --> 00:08:52,680  
everyone can thrive and everyone  
can have meaningful work?

155  
00:08:52,840 --> 00:08:58,600  
So, we embarked on this project  
to join those two mega-trends together.

156  
00:08:58,760 --> 00:09:02,400  
We wanted to understand if a business  
creates a more equal culture,

157  
00:09:02,560 --> 00:09:06,200  
does it do so at the detriment  
of innovative activity?

158  
00:09:06,360 --> 00:09:08,520  
Or actually, by creating  
more equal culture,

159  
00:09:08,680 --> 00:09:10,680  
do you actually boost  
innovative activity?

160  
00:09:10,840 --> 00:09:13,800  
Essentially, that was  
the hypothesis going in.

161  
00:09:13,960 --> 00:09:16,480  
So, we did a lot of reading,  
given we're in research,



162  
00:09:16,640 --> 00:09:18,080  
and we spoke to a lot of people.

163  
00:09:18,240 --> 00:09:22,760  
We spoke to experts outside Accenture  
and inside Accenture

164  
00:09:22,920 --> 00:09:25,440  
in terms of innovation, and asked them,

165  
00:09:25,600 --> 00:09:28,840  
what drives innovative activity  
amongst employees?

166  
00:09:29,480 --> 00:09:32,200  
We settled on six areas

167  
00:09:32,360 --> 00:09:36,480  
that we felt were key elements  
of driving an innovation mindset,

168  
00:09:36,640 --> 00:09:40,560  
so that's an employee's ability  
and willingness to innovate.

169  
00:09:40,720 --> 00:09:43,600  
Those are things like purpose,  
so understanding

170  
00:09:43,760 --> 00:09:46,600  
what the organisation  
is trying to achieve collectively.

171  
00:09:46,760 --> 00:09:51,400  
Experimentation, that's the ability  
to innovate without fear of failure.

172  
00:09:51,560 --> 00:09:54,840  
And also resources,  
so that's having the time and the tools

173  
00:09:55,000 --> 00:09:56,680  
available to innovate.

174  
00:09:56,840 --> 00:09:59,280  
Then we tested that

175  
00:09:59,440 --> 00:10:04,440  
with 18,000 people across 27 geographies  
around the world.

176  
00:10:04,600 --> 00:10:07,960  
We asked them about the culture  
of their organisation.

177  
00:10:08,120 --> 00:10:10,760  
Are they offered flexible working,  
women's networks?



178  
00:10:10,920 --> 00:10:12,560  
Do leaders champion diversity?

179  
00:10:12,720 --> 00:10:15,640  
The other element was to ask them  
about their innovation mindsets.

180  
00:10:15,800 --> 00:10:20,120  
The upshot is, happily for us  
because this is what we were hoping,

181  
00:10:20,280 --> 00:10:23,120  
is that by creating a more equal culture

182  
00:10:23,280 --> 00:10:26,400  
you actually boost innovation mindset.

183  
00:10:26,560 --> 00:10:29,880  
So, the relationship  
is very, very strong.

184  
00:10:30,040 --> 00:10:32,680  
To give you an example,  
in the top ten percent

185  
00:10:32,840 --> 00:10:36,960  
of companies by equality,  
so the most equal environments,

186  
00:10:37,120 --> 00:10:40,600  
the average innovation mindset  
is twice as high

187  
00:10:40,760 --> 00:10:43,160  
compared with an average company.

188  
00:10:43,320 --> 00:10:46,120  
So, it's a huge, very powerful impact.

189  
00:10:46,280 --> 00:10:49,920  
You have to encourage people,  
enable people to be innovative.

190  
00:10:50,080 --> 00:10:54,360  
Our key message for business  
is fix your culture.

191  
00:10:54,520 --> 00:10:56,480  
Do you want to be  
in that top ten percent

192  
00:10:56,640 --> 00:11:00,600  
where your employees have an innovation  
mindset which is twice the average?

193  
00:11:00,760 --> 00:11:03,800  
I think in this time of epic disruption,  
it's yes.

194  
00:11:03,960 --> 00:11:07,280  
Ultimately, that's beneficial  
for employees,

195  
00:11:07,440 --> 00:11:11,000  
it's beneficial for businesses  
and it is beneficial for society as a whole.

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