EQUALITY = INNOVATION

Getting to Equal 2019: Creating a culture that drives innovation
In this age of widespread disruption, companies must innovate continuously, creating new markets, experiences, products, services, content or processes.

Since the year 2000, 52 percent of companies in the Fortune 500 have either gone bankrupt, been acquired, or ceased to exist as a result of digital disruption.

Source: Constellation Research: Disrupting Digital Business
Last year, Accenture identified 40 workplace factors that contribute to a culture of equality, grouping them into three actionable categories: Bold Leadership, Comprehensive Action and Empowering Environment.

This year, new Accenture research shows that a culture of equality—the same kind of workplace environment that helps LGBT employees advance to higher positions—is a powerful multiplier of innovation and growth.
BUSINESS LEADERS RECOGNIZE THAT INNOVATION IS VITAL—AND LGBT EMPLOYEES WANT TO INNOVATE

95% of business leaders see innovation as vital to competitiveness and business viability

90% of LGBT employees want to be innovative

Source: Getting to Equal 2019, Accenture
BUT THERE IS A DISCONNECT

76 percent of leaders say they regularly empower employees to be innovative, while only 47 percent of LGBT employees agree.

76%  
Business leaders who say they empower employees to innovate

47%  
LGBT employees who feel empowered to innovate

Source: Getting to Equal 2019, Accenture
A culture of equality is one where most of the 40 factors that influence advancement at work are present. Where more of these are present, LGBT employees are more likely to advance and thrive. We’ve grouped these factors, which were identified in last year’s Getting to Equal research, *When She Rises, We All Rise*, into three pillars.

**Empowering Environment**
One that trusts employees, respects individuals and offers the freedom to be creative and to train and work flexibly

**Bold Leadership**
A diverse leadership team that sets, shares and measures equality targets openly

**Comprehensive Action**
Policies and practices that are family-friendly, support all genders and are bias-free in attracting and retaining people.
We identified six elements that affect an LGBT employee’s ability to be innovative.

These six elements are based on extensive research into what drives innovation.

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Autonomy</th>
<th>Resources</th>
<th>Collaboration</th>
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<tbody>
<tr>
<td>Alignment around and support for the purpose of organization</td>
<td>Being shown a clear mandate for change— and being trusted to follow through</td>
<td>Having the tools, time and incentives necessary to innovate</td>
<td>Working with other departments or in fluid, cross-function teams</td>
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<tr>
<td>Inspiration</td>
<td>Experimentation</td>
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<td>Tapping into inspiration from beyond the organization</td>
<td>Experimenting with new ideas quickly without fear of failure</td>
<td>Source: Getting to Equal 2019, Accenture</td>
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LGBT employees’ innovation mindset—their willingness and ability to innovate—is **seven times higher** in the most-equal cultures than in the least equal ones.
People across all genders, sexual identities, ages and ethnicities show a stronger innovation mindset in more-equal workplace cultures.

An equal and welcoming workplace environment is key to unleashing innovation across the LGBT workforce.

Against every factor we tested, culture wins.
FOR LGBT EMPLOYEES, THE CUMULATIVE IMPACT OF DIVERSITY AND CULTURE IS MAGNIFIED

When combining diversity factors with a culture-of-equality, LGBT employees’ innovation mindset is 20 times higher compared to least-equal and least-diverse cultures (vs. 11 times higher for the general population).

Source: Getting to Equal 2019, Accenture
AN EMPOWERING ENVIRONMENT IS BY FAR THE MOST IMPORTANT CATEGORY WHEN IT COMES TO ENABLING AN INNOVATION MINDSET

The most important drivers of innovation mindset that empower LGBT employees include:

- They have access to training to keep their skills relevant
- Remote work is widely available and is common practice
- They have access to company training in flexible times and formats

Source: Getting to Equal 2019, Accenture
THE OPPORTUNITY IS ENORMOUS

Accenture calculates that global gross domestic product would increase by up to US$8 trillion by 2028 if the innovation mindset in all countries were raised 10 percent.

GLOBAL GDP OF US$8 TR. AT STAKE

Source: Getting to Equal 2019, Accenture
A ROADMAP TO UNLEASHING INNOVATION

Empowering Environment
+ Purpose
+ Autonomy

Get clear on purpose
Fiercely promote flexible working
Train effectively
Let people be themselves

Bold Leadership
+ Experimentation
+ Resources

Prioritize diversity and equality
Make leaders accountable
Set up to innovate
Encourage risk-taking

Comprehensive Action
+ Inspiration
+ Collaboration

Send a loud and broad signal
Cross-train and rearrange teams
Use networks
Look outward

Source: Getting to Equal 2019, Accenture

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