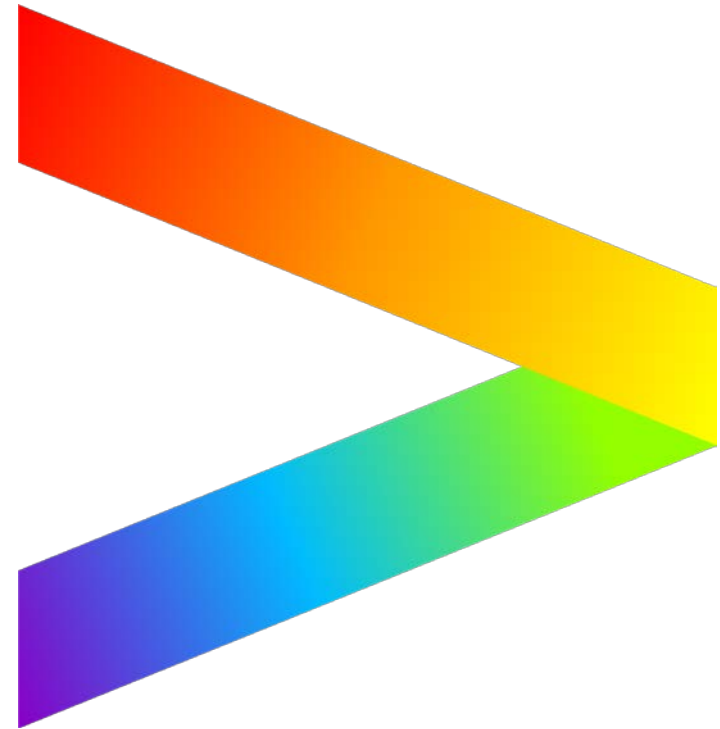
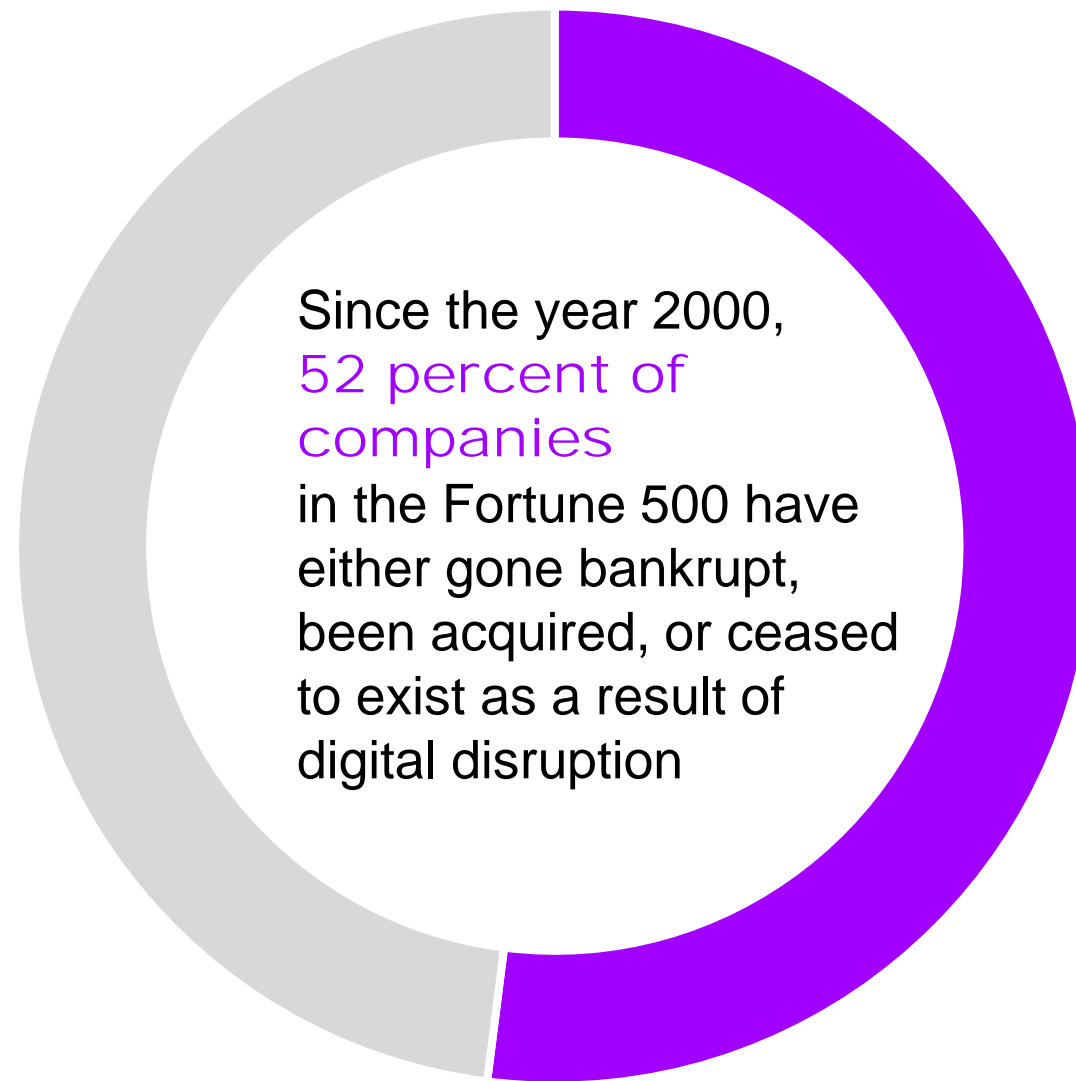


# EQUALITY = INNOVATION

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.

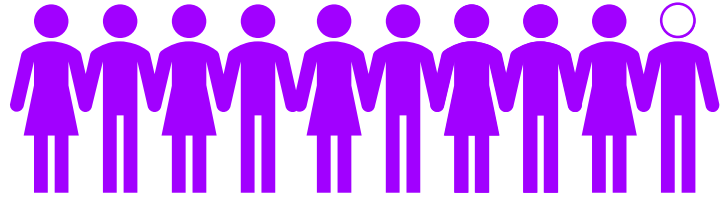


# GETTING TO EQUAL 2019: CREATING A CULTURE THAT DRIVES INNOVATION

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.

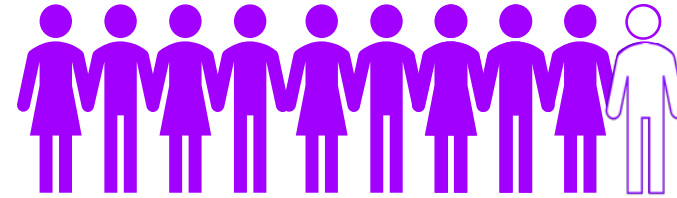
This year, new Accenture research shows that a culture of equality—the same kind of workplace environment that helps LGBT employees advance to higher positions—is a powerful multiplier of innovation and growth.

# 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%

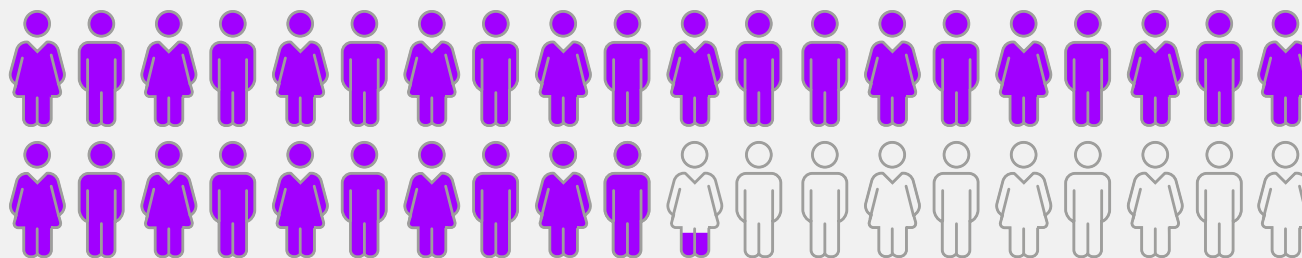
of LGBT employees  
want to be innovative

# 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.**

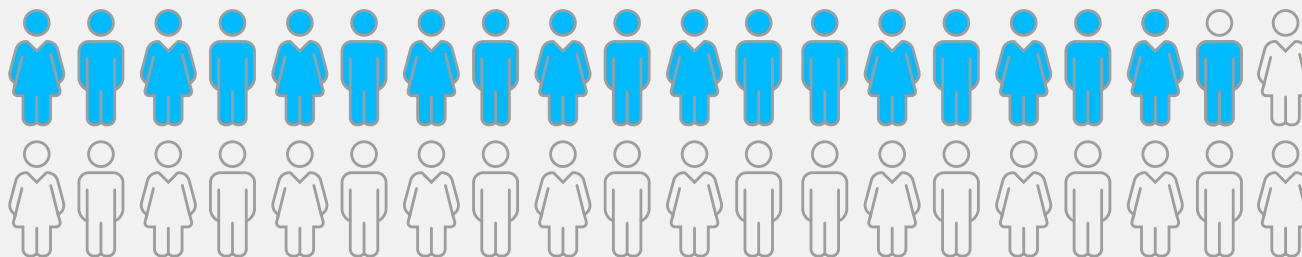
76%

Business leaders who say they empower employees to innovate



47%

LGBT employees who feel empowered to innovate



# WHAT IS A CULTURE OF EQUALITY?

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

# WHAT IS AN INNOVATION MINDSET?

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.

## **Purpose**

Alignment around and support for the purpose of organization

## **Resources**

Having the tools, time and incentives necessary to innovate

## **Collaboration**

Working with other departments or in fluid, cross-function teams

## **Autonomy**

Being shown a clear mandate for change—and being trusted to follow through

## **Inspiration**

Tapping into inspiration from beyond the organization

## **Experimentation**

Experimenting with new ideas quickly without fear of failure

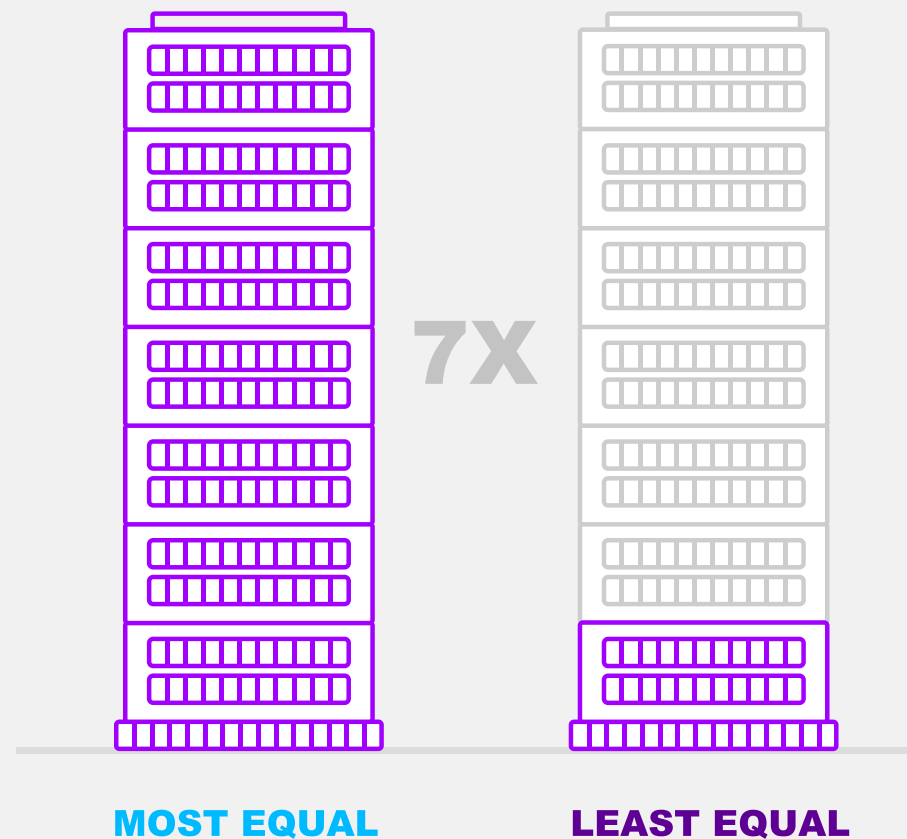
# LGBT EMPLOYEES HAVE STRONGEST INNOVATION MINDSET IN MOST EQUAL CULTURES

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

Innovation mindset is seven times higher in the most-equal cultures than in the least-equal ones.





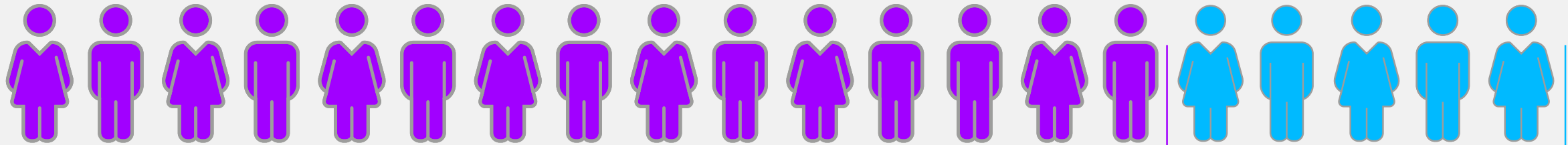
PEOPLE ACROSS ALL GENDERS, SEXUAL IDENTITIES, AGES AND ETHNICITIES SHOW A STRONGER INNOVATION MINDSET IN MORE-EQUAL WORKPLACE CULTURES.

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).

MOST-EQUAL  
AND DIVERSE  
CULTURES  
20X GREATER

LEAST-EQUAL  
AND DIVERSE  
CULTURES

# AN EMPOWERING ENVIRONMENT IS BY FAR THE MOST IMPORTANT CATEGORY WHEN IT COMES TO ENABLING AN INNOVATION MINDSET

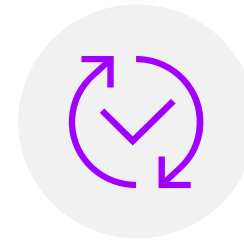
The most important drivers of innovation mindset that empower LGBT employees include:



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**

# 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**



# A ROADMAP TO UNLEASHING INNOVATION

Empowering Environment  
+ Purpose  
+ Autonomy

Bold Leadership  
+ Experimentation  
+ Resources

Comprehensive Action  
+ Inspiration  
+ Collaboration



**Get clear on purpose**



**Fiercely promote flexible working**



**Train effectively**



**Let people be themselves**



**Prioritize diversity and equality**



**Make leaders accountable**



**Set up to innovate**



**Encourage risk-taking**



**Send a loud and broad signal**



**Cross-train and rearrange teams**



**Use networks**



**Look outward**