



WHOLE-BRAIN LEADERSHIP

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As I talk to CEOs and C-Suite Executives around the world – a world that is becoming more complex and more difficult to do business in – it's clear that they believe we need to also move to a world where leaders use a whole-brain approach to thinking to leadership, to breaking down business problems.

That was the genesis and the driver for a large scale project that Accenture and Accenture Strategy have been doing over the last 12 months, working with 200 executives around the world to understand what it takes to be a leader in the new. To have the deep analytics, quantitative skills that are required in an era of new technologies, big data, machine learning analytics.

But also to couple that with the right-brain approach to creativity, to empathy, to human ingenuity, to make sure that we are truly solving in innovative ways for competitiveness and in having an impact on the way the world lives in and works.

What we found was a powerful group which we call the Pathfinders which are increasingly demanding of Global executives. They expect them to have these deep left and deep right brain capabilities. They want to develop themselves in that way. And those Pathfinders can be both incredibly powerful forces if they don't believe that they are getting that kind of leadership – but equally, the other side of the coin is that they are 3x more likely to commit to your business and to be positive change agents to create impact and create competitive advantage.

Looking at organizations that felt they were truly implementing and integrating whole-brain thinking into their organization – only 8% felt that was currently the case. And what we were able to look at was the delta in performance between that 8% of high performers and the rest – overall there was a significant uplift in revenue.

So what we can say, at least for the high performers in really bringing to bear that different skill set, mind set, knowledge in leadership and across organizations seems to have a very material impact on value creation and your ability to create Competitive Agility.

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