

**HOW IS  
INCLUSION  
& DIVERSITY  
DRIVING  
BUSINESS  
OUTCOMES?**

**BARBARA HARVEY**  
**ACCENTURE RESEARCH**

  
**accenture**



**When UK  
customers are  
disappointed  
by a brand's  
words or  
actions**

**29%**  
**Criticise**

**47%**  
**Walk away**

**24%**  
**Never come  
back**

# WOMEN ARE NOT THRIVING IN TODAY'S WORKPLACES

**92 YEARS**

**old before  
the pay  
gap closes**

**56 WOMEN**

**managers  
to ever  
100 men**

**18 PERCENT**

**more likely  
for a man to  
make manager**

**9 out of 10  
companies  
established  
since 1900  
were founded  
exclusively  
by men**

**“WE ARE  
SENDING OUR  
DAUGHTERS  
INTO A  
WORKPLACE  
DESIGNED FOR  
OUR DADS.”**

**Melinda Gates**

# IN THE MORE EQUAL CULTURES...



**3x**

**More Women**

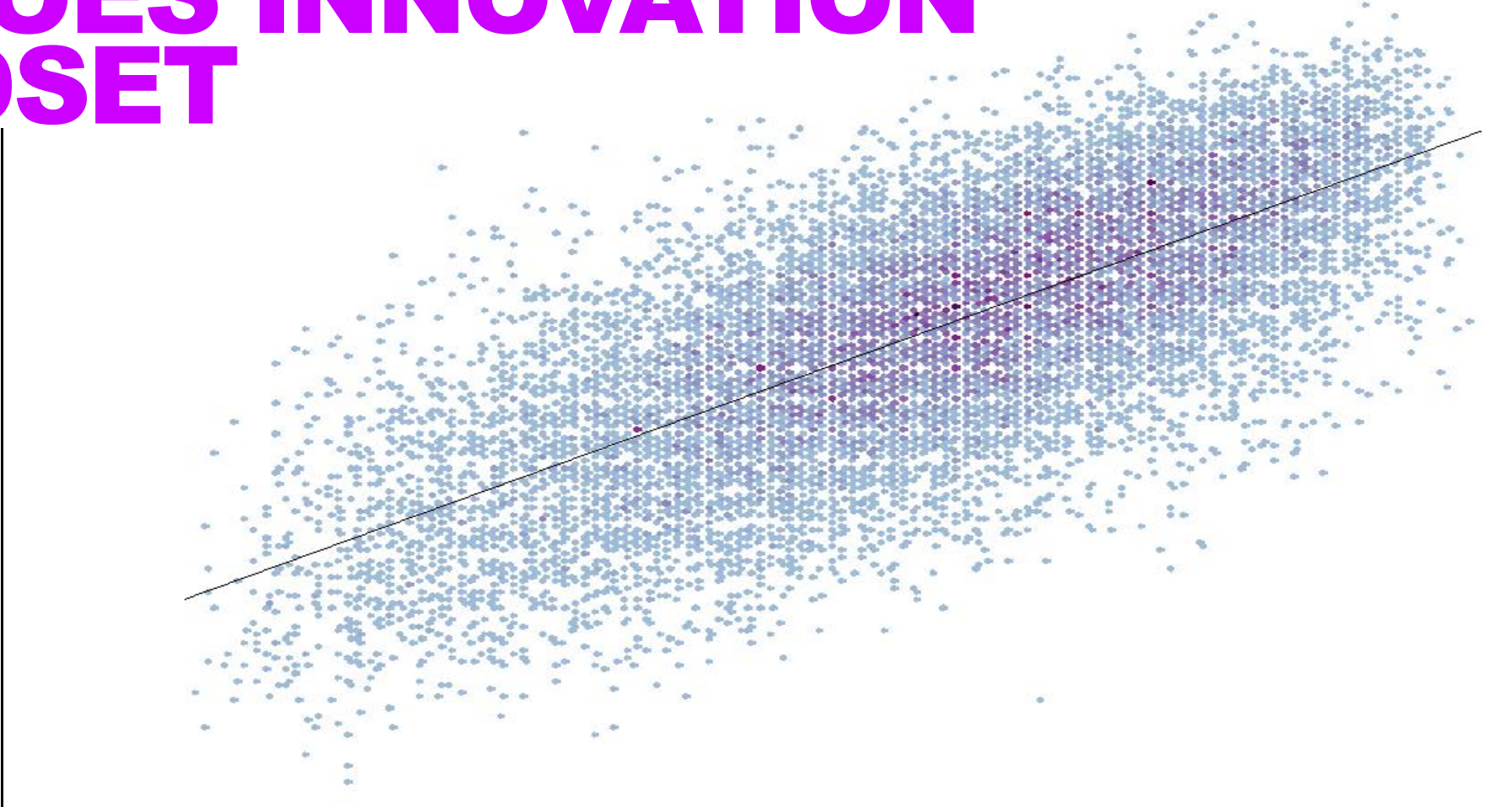


**2x**

**More Men**

# AS CULTURE IMPROVES SO DOES INNOVATION MINDSET

**Workplace  
Culture**



**Innovation Mindset**

**Innovation  
mindset is  
6X higher  
in the most  
equal cultures**

**14**

**In the least equal**

**49**

**Average**

**88**

**In the most  
equal cultures**

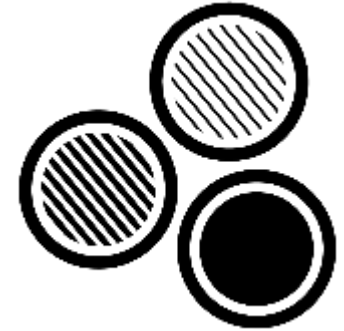
# WHAT DOES THIS MEAN **FOR RETAILERS?**



**PEOPLE ARE  
ALREADY  
SHOPPING  
THEIR VALUES**



**SILENCE  
IS NOT A  
STRATEGY**



**IT'S WHAT  
YOU DO,  
NOT WHAT  
YOU SAY**





**FOR MORE  
INFORMATION**

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