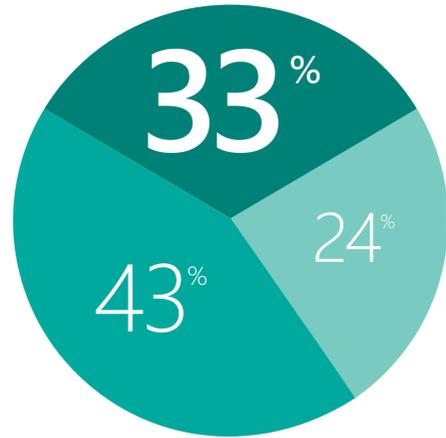


# Culturing Success

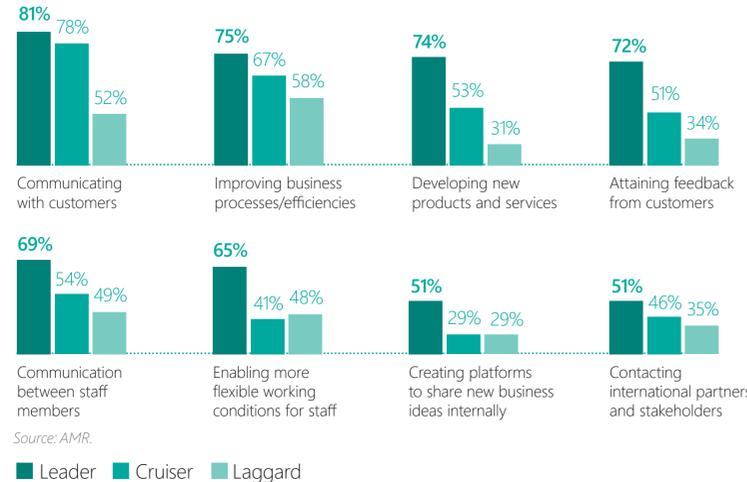
How workplace culture drives innovation at Australia's leading SMEs

## Why innovate?

Only 33% of SMEs are innovation Leaders – businesses that are ahead of the pack in their ability to change in response to threats and secure new opportunities.



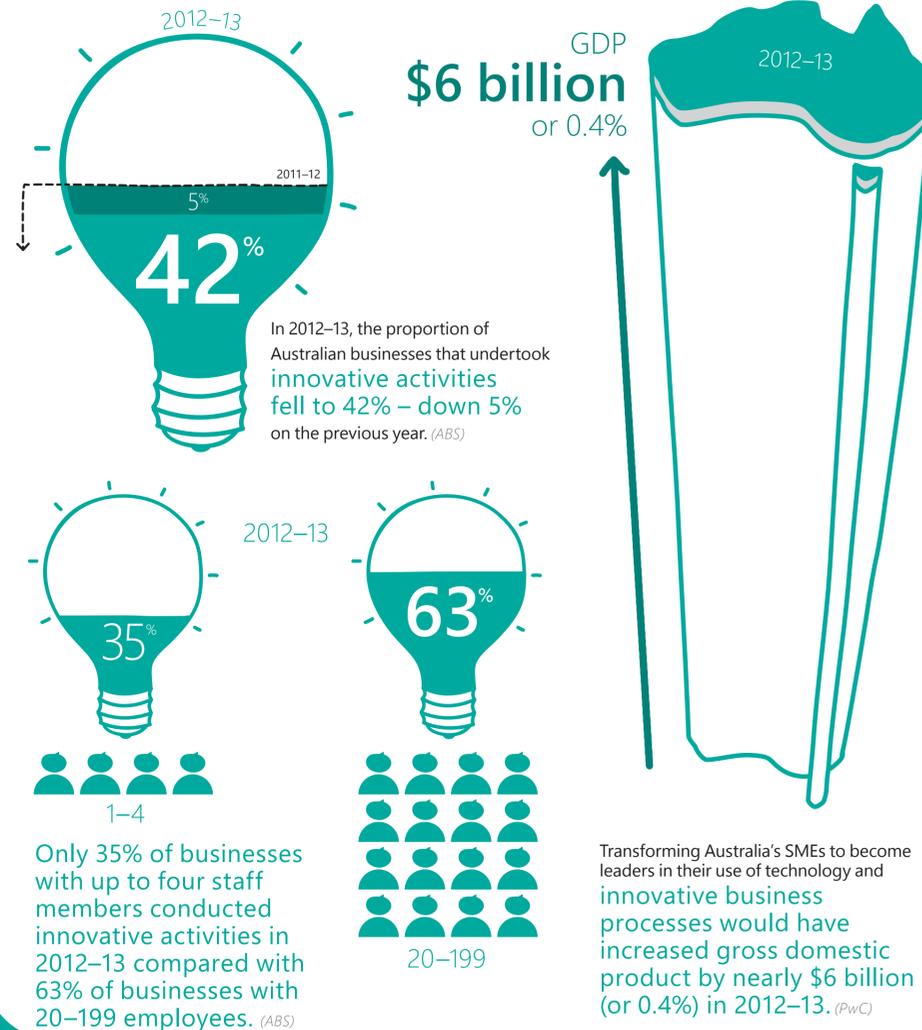
The role of technology in innovation  
To what extent does technology play a role in each of the following areas of business?



39% of Leaders reported revenue growth ahead of their industry, compared with 24% of Cruisers and 23% of Laggards.

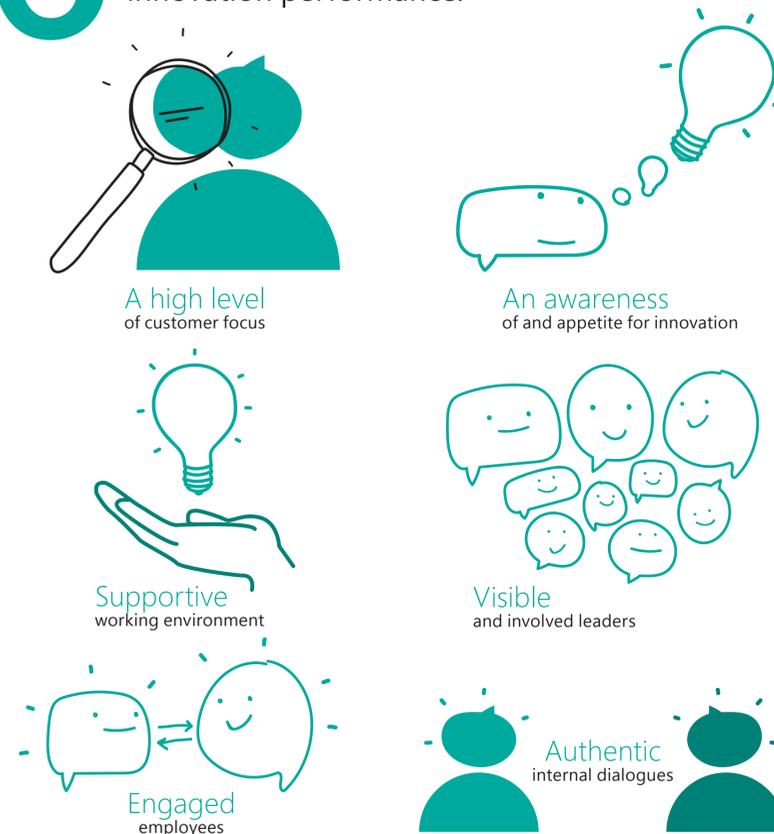


## Where are we now?



## How can we better foster SME innovation?

6 cultural traits common to Leaders – that other SMEs could pursue to enhance innovation performance:



5 key strategies that businesses and governments should pursue to help Australian SMEs stuck in the Cruiser and Laggard camps become Leaders:

