To embed a culture of innovation, business leaders need to recognise, hire, and cultivate people, practices and capabilities that drive high performance.

**Empower your workforce:** Developers are the creative workforce who can solve major business problems and create hit products for customers and can help accelerate digital transformation by building collaborative apps powered by the Microsoft stack. One of the best ways to improve your developers’ skills is by giving them tools they know and love, like Azure - which meet developers where they are today.

**Fusion development teams:** Deliver impactful applications by leveraging the knowledge and skills of experts across your organisation. Fusion teams are cross-functional, with developers and business experts using data and technology to achieve business outcomes and build new solutions together.

**Democratise development:** Business leaders and developers need to speak the same language for modern businesses to compete and progress digital transformation. More end-users will become developers, as this is the only path to meet demand for technology and software development without increasing budgets.

70% of new enterprise applications will leverage low-code technology by 2025
IDC research
Five steps to culture change

Cultural practices that empower every employee to be their best are the key to better products, faster time to-market, happier customers, and a shared sense of purpose.

Clarify the “why”:
What’s the problem you’re trying to solve? What are you hoping to achieve? How will you know if you’ve succeeded? Start by defining the need, the impact, and the payoff.

Listen before you talk:
Before you can effectively communicate change, you’ll need to understand your teams and what motivates them. What areas are currently the most frustrating or painful?

Keep it simple (and anticipate questions):
Now you’re ready to communicate change in a way that’s tailored to your people, so use clear, direct language and answer questions honestly and helpfully.

Build a shared language:
Prescriptive, top-down mandates don’t work, give people permission to experiment and sometimes fail! And to discuss challenging topics, then take ownership of change.

Celebrate the small wins:
Culture change isn’t a short sprint; it’s steady and gradual. Measure progress, keep checking you’re on the right track and showing people what “good” looks like.

CUSTOMER STORY: How Heathrow inspires employee engagement
Through the low-code development of 30 apps, Heathrow staff have eliminated 75,000 pages of paperwork and reduced data entry by nearly 1,000 hours, helping the airport reduce its costs, and improve the employee experience.

If you’d like to learn more about how to build an innovation culture across your organisation, please visit aka.ms/digital-innovation