

# Think different, the Disney way!

Do you ever wonder why most of your best ideas come to you in the shower, during your commute, while falling asleep, or some other unexpected place? Have you ever pitched a new idea, only to watch it get diluted or killed as it moves through the processes?

Ever wanted to know how Walt Disney came up with the idea for a Disneyland or how Netflix completely revolutionized the movie rental industry?

In his over 25-year career at the world's most innovative organization – The Walt Disney Company – Duncan Wardle learned many important things about building a profitable business and winning creative culture. The most important? If you want to be different, you have to Think Different!

Leaning on his experience as the Head of Innovation & Creativity at Disney, Duncan's Think Different keynote takes audiences on a journey. Throughout this journey, they'll be given a unique set of Innovation Tools and Techniques. These include the breakthrough "What If" creative thinking tool, made famous by Walt Disney himself, who used it to pivot his company from simply an animation house to an entertainment and theme park pioneer.

After this immersive crash course from Duncan, your organization's ability to mine for creativity and innovation will be drastically improved. In the end, your audience will leave with an actionable set of Creative Behaviors and Innovation Tools that will immediately foster a culture of innovation and creativity in your company.



Get connected with Duncan on social media, or visit [duncanwardle.com](https://duncanwardle.com)

