



With **DUNCAN** Wardle



Business as Unusual!

A recipe for not only surviving, but **thriving** in our whole new world:

1. Take the unprecedented chaos that surrounds us. Add one beautiful silver lining—one that admonishes the #1 barrier to innovation—"Time to Think!" **We have more time than ever** at present.
2. Sprinkle in **hundreds of declining industries** that have been in a slow decline for some time, that will now see that decline accelerate really quickly as no one gets to go back to "Business As Usual!"
3. Mix in the fact that people are hurting, employees are scared, and **we could all do with a dose of distraction** and inspiration.
4. **Combine all three ingredients** and pivot to a whole new approach, reinventing the way we do business by **creating a whole new tool kit** that makes innovation easy, creativity tangible, and the process fun.
5. Top off with a dose of Magical Pixie Dust: Duncan Wardle, with **25 years of experience with Disney**, the world's most creative company (most recently as Head of Innovation and Creativity).
6. And bake for an hour. Could be a webinar, a virtual workshop using virtual breakout rooms and whiteboards, to help your team **think different and reimagine your way to business as "Unusual!"**

"IF NECESSITY IS THE MOTHER OF INVENTION, THEN INNOVATION IS MOST CERTAINLY THE FATHER."

As Head of Innovation and Creativity at Disney, Duncan and his team helped Imagineering, Lucasfilm, Marvel, Pixar, and Disney Parks to innovate, creating magical new storylines and experiences for consumers around the globe.

He now brings his extensive Disney experience to audiences around the world using a unique approach to Design Thinking, helping people capture unlikely connections, leading to fresh thinking and disruptive ideas.

Delivering a series of keynotes, workshops and ideation forums, his unique Innovation toolkit helps companies embed a culture of innovation into everyone's DNA.

Duncan is a multiple Ted X speaker and contributor to Fast Company, Forbes & the Harvard Business Review. He teaches innovation Master Classes at Yale, University of North Carolina and University of Florida. In 2008 he received the American Citizen of Choice Award at the White House. He holds an Hons. MBA and Hons. Doctorate from Edinburgh University. He also holds the Duke of Edinburgh Award presented by Her Majesty, Queen Elizabeth.



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