Duncan Wardle

Former Vice President of Innovation & Creativity at The Walt Disney Company

The Theory of Creativity The ability to think creatively is the one core human truth that will remain relevant in the brave new world of Artificial Intelligence. Everyone has the power to be creative! But wait, do you believe that you are not the “creative type”? That we should leave the creativity to the “Creatives”? For most, this has happened so many times that we end up actually believing it. For adults, not being creative is an accepted fate. With an education and corporate structure that encourages finding the single “right answer” to every question, we are trained to fall in line, and shut down that creative portion of our brain. But weren’t we kids once? Turning boxes into spaceships and pillows and blankets into forts and castles? What happened to that creativity?
Fortunately, that childhood creativity did not dissipate – it’s just lying dormant, waiting to be brought back to life! During the Theory of Creativity™ Keynote, Duncan will share innovation tools developed from experience with thousands of global Fortune 500 companies and 30 years of experience with the Walt Disney Company, most recently as Head of Innovation & Creativity. By the end, your audience will walk away with a series of unique Creative Behaviors and Innovation Tools to leverage their creative minds, deliver revolutionary thinking and drive substantial results in all areas of your business. **KEYNOTE TAKEAWAYS:** How to innovate by challenging the rules of your industry Learn real-life examples of how to embed a sustainable culture of innovation and creativity throughout your organization Learn tools on how to encourage every employee to think creatively

Delivering Customer Experience Magic The best brands in the world may have great products and service, but they thrive because of an unrelenting passion and focus on customer experience. Through this engaging and interactive Keynote, Duncan will share how to transform your business from product-centric to customer-centric and reap the rewards that come when customers believe the work you do is truly magic. Duncan will share with your team famous real-world examples from behind the scenes from his time as the Head of Innovation and Creativity at The Walt Disney Company. Showcasing challenges brought on by direct and indirect competitors, Duncan will share real-life and timely examples of how ever-evolving organizations drastically changed consumer behaviors. As he shares the exact steps Disney and other companies have taken to turn problems into massive opportunities, he will dig into the new revenue opportunities and enhanced customer experiences. By the end of this interactive presentation, your audience will have developed a whole new understanding of customer experience, and you will be empowered with tools to reframe any challenges facing your organization, finding those unique opportunities to create some customer experience magic of your own! **KEYNOTE TAKEAWAYS:** How to turn a product centric culture into a consumer centric one How to leverage “high-tech” to enable “high-touch”, delivering record guest satisfaction How to address the biggest consumer pain points and what that can mean for revenue

Embed Innovation Into Everyone's DNA The best brands in the world may have great products and service, but they thrive because of an unrelenting passion and focus on customer experience. Through this engaging and interactive Keynote, Duncan will share how to transform your business from product-centric to customer-centric and reap the rewards that come when customers believe the work you do is truly magic. Duncan will share with your team famous real-world examples from behind the scenes from his time as the Head of Innovation and Creativity at The Walt Disney Company. Showcasing challenges brought on by direct and indirect competitors, Duncan will share real-life and timely examples of how ever-evolving organizations drastically changed consumer behaviors. As he shares the exact steps Disney and other companies have taken to turn problems into massive opportunities, he will dig into the new revenue opportunities and enhanced customer experiences. By the end of this interactive presentation, your audience will have developed a whole new understanding of customer experience, and you will be empowered with tools to reframe any challenges facing your organization, finding those unique opportunities to create some customer experience magic of your own! **KEYNOTE TAKEAWAYS:** How to turn a product centric culture into a consumer centric one How to leverage “high-tech” to enable “high-touch”, delivering record guest satisfaction How to address the biggest consumer pain points and what that can mean for revenue