1 00:00:00,000 --> 00:00:06,000
please welcome Jeffrey Miller manager of

2 00:00:03,509 --> 00:00:12,990
behavioral change effort for the walt
disney company thank you yeah so I'm a

4 00:00:12,990 --> 00:00:19,410
Disney guy I have no business being here

5 00:00:15,689 --> 00:00:22,768
right and on top of that I'm a business
guy not an engineer or anything else so

7 00:00:22,768 --> 00:00:26,598
I really don't have anything to talk

8 00:00:24,059 --> 00:00:29,368
about so that's it for me thanks

9 00:00:26,599 --> 00:00:32,039
everybody having a good time this is
great right let's acknowledge everybody

10 00:00:29,368 --> 00:00:34,079
that put this together this is really
terrific absolutely I was talking to

13 00:00:38,520 --> 00:00:42,899
Hetal it sounds like most of this was
done by volunteering kind of in a
part-time efforts so this is really
terrific I'm not used to this voice of
God thing can we shut this off all right
so my name is Jeff Miller yeah I'm in
charge of the Jedi mind tricks that
we're trying to play at Disney so but
what I'm really going to talk about is I
spent the last six years in our business
development and strategic planning kind
of looking at where we go with our theme
parks globally how we how we grow how we
get better how we get bigger hard to
believe right so I'm going to talk about
the business of innovation what I'm
going to focus on is forwarding an idea

through a matrix organization hopefully

I'm going to be able to tie a lot of

what we heard today back to this so

let's jump in with a blank screen here

we go this is the first thing I think

we've heard a lot about this this

morning everybody owns creativity that's

not it's not a solid effort just because

your title doesn't say you're creative

doesn't mean that you don't have the

responsibility or the right to be

creative that's absolutely the fact at

Disney and and we do that I was


strategic planning but we engaged
00:01:49,890 --> 00:01:53,599
everybody and I think that's part of it

right build these teams like we heard
00:01:51,569 --> 00:01:56,578
Eric talked about at publix a lot of
00:01:53,599 --> 00:01:59,640
multi diversity multi-use teams
00:01:56,578 --> 00:02:01,889
multifunction teams that could have
00:01:59,640 --> 00:02:03,810
bring exposure and diversity from all
00:02:01,890 --> 00:02:06,210
different angles that's so critical in
00:02:03,810 --> 00:02:09,000
terms of 40 an idea or at least proving
00:02:06,209 --> 00:02:12,180
the fact that it can work second thing
00:02:09,000 --> 00:02:13,439
this is a suicide
00:02:12,180 --> 00:02:16,080
for an innovation forum right think
00:02:13,439 --> 00:02:18,359
inside the box that's it's not what you
00:02:16,080 --> 00:02:19,680
want to hear all right but I think what
00:02:18,360 --> 00:02:21,090
this ties to is what we've heard about
this morning that there are realities and while we can push the envelope of certain things at the end of the day in order to get this thing off the ground you have to play by some form of rules so let's take one step back and say you need to challenge these rules I love it when people talk about how we've always done it this way or that's the way it goes or you know this magical invisible hand that just kind of guides us you need to push against that but economics physics there are certain realities that we just can't seem to just escape or
just do blue sky innovation around we

really need to stick inside some form of

box but that doesn't mean that the walls

of that box aren't malleable and we

can't reshape it the way we need it to

be I want to spend some time on this

because I think this is what Disney does

better than anybody Bob's going to argue

that because he's going to talk about

Universal Orlando but come on he was a

Disney guy too so he brought all this

good ideas over to universal so telling

the story we heard a lot about this this

morning this is so important if it's if
you can't tell the story it's not a good idea and you probably shouldn't do it I know that's kind of an argumentative statement but it's true if you can't sell it if you can't tell it if you can't connect with somebody then you're not going to get support for and you're not going to forward this idea so I think storytelling is something that you know who does want to hear the story of NASA you know all that video that just kind of grates on you but we have videos just like that for Disney that talk about how you know we do nothing
other than theme parks and we build
cartoons or create cartoons and it's not
it's not family entertainment and that's
we keep going back to videos like that
and consumer research to just keep our
drive where it needs to be and so we can
continue to evolve and engage our story
so this is one that I think I think we
spent a little bit of time on I'm going
to give you a little bit of a background
of what I do in strategic planning most
of what I've done most of what it worked
on we won't see for another 20 years so
that's kind of exciting by the same
time that's I can't point to a lot so
when we think about storytelling we

think about simplifying the message

right I mean that's what it really comes down to is data isn't sexy okay so that probably let that settle for a second

this was something my mentor told me cuz

we were I was trying to really focus on

you know hey look at this we can make a lot of money if we do this way or we buy

this company we can get this but just

proving data or just publishing data

isn't the sexy part what really gets people motivated is when you can captivate them when you can really touch
them on a personal level and say this is

how it impacts you sorry do you want me
to room to pose all right ah but I think

that's what that's the take home here it

is find the connection go get it to its

simplest form if it's about if it's

about life change if it's about finding

a way to get away from something or or

whatever your story line is I'm kind of

thinking back to our big cartoons that

we love to talk about it it's about

connecting it's about finding that place

to bring people into the project into

the idea into your your solution that
you're creating and I think that's where we're storytelling really comes alive this is kind of a continuation of that once you've got your story once you've got your team once you've got your idea and all this is starting to flow through and you watch it you hand it off to somebody and they just they forget about it they don't tell the story they don't do this you're your solution your idea your concept your project is dies instantly because people lose a say the story goes back to data and then it becomes a numbers game or we
value engineer all our color story or

all our great elements out of it but if

you keep that story alive and keep just

serve as a champion or find a champion

or get as many people to understand the

stories you possibly can you create

champions for your project it's you want

to call it a political game that's fine

but it really is about generating

interest and keeping that going but find

a way to champion the message whether

it's you or everybody around you tell

everybody of the story and this is

something I think we we all haven't

both dizzy and NASA we don't get to sign

our work as creatives I've had an opportunity to work on some really interesting projects but nobody will ever know about it but I know that I've contributed to a legacy that's bigger than my own it's bigger than signing my own work and I think we think about NASA it's the same thing I was really want to be a comedian someday I think that would be a great great career for me but so I was thinking about how I could connect Disney and NASA and kind of come back to this idea of legacy you know in Disney and NASA when Walt was was around and
the space program was really getting around they had a lot of connection points and I think the last pieces you know we tried to go to Mars once too i don't know if you remember that was a couple years ago but we crashed and burned apparently Mars didn't need moms after all and so you know we learned our lesson but I think the legacy we do want to leave is one of great storytelling great place making and just this idea of being a holistic family entertainment company so I think if there's anything you take
forward its delay that gratification to

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the the legacy that you get to leave

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behind so with that thank you very much