

**RARE
OPPORTUNITY!**

The mastermind
behind Disney's
innovations
shares his best
insights

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TUESDAY 25 MARCH 2025 | RIJTUIGENLOODS, AMERSFOORT

DUNCAN WARDLE THINK DIFFERENT

PRACTICAL THINKING TOOLS TO SOLVE PROBLEMS AND CREATE IDEAS

LEARN FROM THE WORLD'S MOST BOOKED
INNOVATION & CREATIVITY SPEAKER!

WWW.DENKPRODUCTIES.NL/THINKDIFFERENT

YOUR TOOLBOX TO SOLVE COMPLEX PROBLEMS AND CREATE BRILLIANT IDEAS

As a knowledge worker, your 'thinking power' is your most important tool. You need it to solve complex problems and generate new ideas. So why is it we get our best ideas in the shower, in the forest or in the gym? And not at work? We don't use our brain in the right way!

Toolbox: More and Better Ideas

In this seminar, Duncan Wardle will give you a toolbox that will boost your creative thinking power. At work!

 **8 Creative behaviors you can grow to be more creative, every single day**

 **5 Innovation tools to maximize the creative potential of your team**

 **Smart ways to make innovation a team effort**

You'll discover you are far more creative and innovative than you might think!

Secrets from Head of Innovation and Creativity for Disney

Duncan Wardle was Head of Innovation and Creativity for Disney for over 10 years. He is the genius behind many stunning Disney innovations that made the company so successful. Since stepping down at Disney, Duncan is traveling the world to share all his tools with us. This is a rare opportunity to do a hands-on masterclass from one of the world's leading innovation experts.

“ Your brain is a **creativity thinking muscle**. Like all muscles it needs regular exercise. ”

Duncan Wardle

More information and easy registration:

WWW.DENKPRODUCTIES.NL/THINKDIFFERENT

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PROGRAM

🕒 08:00 REGISTRATION

🕒 09:30 START SEMINAR

BLOCK 1

Your 8 Creative Behaviors

- How do you maximize your creative intelligence?
- 8 Behaviors with huge potential: Nurturing, Playfulness, Signaling, Instinct, Mindfulness, Curiosity, Prototyping & Bravery
- How do I turn 'my idea' into 'our idea'?

BLOCK 2

Unexpected sources of creativity

- Using naïve experts to make you more creative
- Unleashing the creative power of introverts
- Disney case: going undercover in the homes of your customers

BLOCK 3

5 Innovation tools

1. What if? – the power of extreme scenario's
2. Where else? – finding a solution in an unexpected place
3. Who else? – changing perspectives for new ideas
4. How else? – rewording a challenge
5. What happens? – using a random stimulus to help you out

BLOCK 4

Back in your office: where to start

- Enchanting your boss or your board
- How to maximize the potential of your team
- Creating new habits that work. Every day

🕒 17:00 END SEMINAR WITH RECEPTION



DUNCAN WARDLE

DUNCAN WARDLE HAS IDEAS THAT ARE OUT OF THIS WORLD. LITERALLY...

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.

DISNEY'S INNOVATION TOOLS: FOR YOU TO USE

Duncan now brings his extensive Disney expertise to audiences around the world using a unique approach to Design Thinking, helping people capture unlikely connections, leading to fresh thinking and disruptive ideas. His unique Innovation toolkit helps companies embed a culture of innovation into everyone's DNA.

SUPER SPEAKER AND TEACHER

Duncan is a multiple TED speaker and contributor to Fast Company, Forbes & the Harvard Business Review. He teaches innovation Master Classes at Yale, Harvard, and Edinburgh University.

“ His ideas and activities around innovation are methods we still use in our **creative brainstorming** exercises, and they have resulted in **much richer outcomes**.

Suchi Parikh-Crandall, Creative Director, Apple ”

LEARN FROM THE WORLD'S MOST BOOKED INNOVATION & CREATIVITY EXPERT!

Duncan Wardle is the former Head of Innovation and Creativity for the Walt Disney Company. His sessions are world-class, both in content and in level of engagement. You will be sitting at the edge of your seat from the first to the very last minute.

TOP 5 'WORLD'S INSPIRATIONAL LEADERS' OF 2025

Duncan is listed #4 in the Top 50 World's Inspirational Leaders:

1. Simon Sinek - author and speaker
2. Tony Robbins - author, coach and speaker
3. Arianna Huffington - Huffington Post Founder
- 4. Duncan Wardle - creator and innovator**
5. Akala – activist

Source: *The Mirror*

He is also featured in Microsoft's 'Top 10 Leading Speakers to Follow' list.




NEW: DUNCAN'S BOOK THE IMAGINATION EMPORIUM

As an attendee to this event, you will get a free copy of Duncan's new book *The Imagination Emporium*. This is not a business book, but a guide designed to make creativity tangible and innovation accessible for everyone. It's a toolkit to inspire fresh thinking, reveal unexpected insights, and empower teams to turn ideas into impactful solutions.



INFO

 Tuesday
25 March 2025

 09.30 - 17.00

 Rijtuigenloods, Amersfoort

 € 995,- excl. VAT

 www.denkproducties.nl/thinkdifferent

More information and easy registration:

WWW.DENKPRODUCTIES.NL/THINKDIFFERENT



WHAT'S THE INVESTMENT?

For just €995 (excl. VAT), you gain access to an inspiring seminar packed with valuable insights and practical tools. This price includes Duncan's renowned Innovation Toolkit, lunch, and other great extras to elevate your experience. And here's our promise: if it's not worth every euro, we'll make it right. That's our 100% satisfaction guarantee.



GROUP PACKAGES: LEARN TOGETHER

Attending a seminar with your colleagues makes it much easier to put the insights into practice. Everyone's up to speed and ready to tackle challenges together.

Group discount

- 10% from 5 participants
- 15% from 10 participants
- 20% from 20 participants

Email godfried@denkproducties.nl for more information about group options.



WANT TO KNOW MORE?

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QUICK AND EASY REGISTRATION

