

# Embedding a culture of **innovation** into everyone's DNA

Leading A.I. expert Kai Fu Lee has suggested that upwards of 40% of current jobs could be replaced by Artificial Intelligence within the next 15 years. 40%!

So, how we will compete in the next decade? What skills will we need to survive in a decade of total disruption and rise in A.I.? Simple. Businesses that will win will be those that leverage the most impactful human traits that A.I. won't be able to replicate (at least not for the foreseeable future): Creativity, Intuition, Curiosity, & Imagination.

As Head of Innovation and Creativity at Disney for the last decade I learned that there is a huge gap in the market. CEO's everywhere would look to us – The World's Most Creative Company – for guidance on how to create a culture of innovation, and provide their organization with the tools needed to leverage their most important asset: their people.

But here's the challenge: until now, no one has made innovation tangible. Many companies hire an Innovation consultancy or build an "Innovation Department," only to find that they have not truly driven cultural change and embedded innovation across the entire enterprise.

What if instead, there was a Design Thinking Innovation Toolkit? One that everyone could use that makes creativity tangible, innovation easy, and the process enjoyable? That's exactly what I have built leaning on my years of experience at Disney, and exactly what I'll share with you as part of **Embedding a Culture of Innovation into Everyone's DNA** presentation.



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