

My why

ID: WITH DUNCAN WARDLE
[IDEATE]

Reflecting on my career at Disney, I thought **"If I could do what I've done for the most creative and innovative company in the world, I could surely go out and do that for everyone else."** And that's why I do this.

WE STILL USE DUNCAN'S METHODS IN OUR CREATIVE EXERCISES, AND THEY'VE RESULTED IN MUCH RICHER RESULTS.



LOOK NO FURTHER THAN DUNCAN FOR ONE OF THE BEST INVESTMENTS YOU WILL EVER MAKE IN YOUR BUSINESS.



THANK YOU FOR GIVING US THE TOOLS TO SET US UP FOR CHANGE, INNOVATION AND SUCCESS.

NBCUniversal



"If you don't know Duncan, you don't know innovation and imagination." – Arketi Group

I ATTENDED YOUR SESSION IN THE TRANSFORM TO SUCCEED PROGRAM. IT WAS AN AMAZING TO EXPERIENCE AND UNDERSTAND THE POWER OF CREATIVITY.



YOU INSPIRED AND REASSURED ME HOW MUCH I DO BELIEVE IN "MAGIC" AND THE REAL POSSIBILITIES OF TURNING YOUR PASSIONS INTO A BUSINESS MODEL.



ONE OF THE BEST PRESENTATIONS I'VE EVER HEARD. YOU REALLY OPENED MY MIND AND I JUST WANT TO THANK YOU!



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