

The Ride of a Lifetime

Bob Iger

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Be Decent to People (2:42)

- Business is about interpersonal relationships: with people that you work for, that you work with, that work for you, and that you're in business with.
- The better those relationships are, the better the business is.
- Decent people finish first.

Building Trust (4:03)

- Trust contributes to a strong relationship.

Big Risks Equal Big Wins (15:31)

- Being risk averse doesn't get you anywhere, particularly in a world where change is a constant.
- You need an ability not only to contend with change, but to take risks, because things are moving too fast to check every box on every decision you make.
- You have to believe in what you're doing.
- You have to have some vision about what it will mean — the downside and the upside.

Relying on Instinct (16:53)

- Every big decision ends up being a decision that's made by someone's instinct.
- Relying on instinct doesn't mean that not doing the homework.

Disrupting the Business (19:28)

- If someone's going to disrupt your business, it might as well be you.

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Building Bridges (21:00)

- Many people express contempt for others who have opposing points of view.
- We need a space to have conversations coming from completely different points of view without ending up in anger.
- The absence of bridge building does not advance the cause of society in a positive way.

Optimism with a Dose of Realism (24:41)

- No one wants to follow a pessimist.
- It's important for a leader to call it like it is and to set expectations for the future, but also to never lose a sense of hope.
- If you're nothing but optimistic, then you don't prepare your people for what is in store.
- It's important to infuse a sense of hope in people, but it's also important to be a truth teller.