

DIVERSITY x CREATIVITY

„We work very hard on getting diversity at the top of the organization, (...). That will make us more creative.

I'm not just talking about diversity in skin color or ethnic background. I am talking about diversity in point of view. That's why, as a company, we encourage individualism more than any place I know. We want people who work here to look at the world differently from one another. They can be white, they can be African-American, they can be Indian or Chinese or Latino - it doesn't really matter. The important thing is that they look at the same problem and bring their own individuality to the solution.“

Michael Eisner, CEO and Chairman, Walt Disney Company

Source: *Common sense and conflict - An interview with Disneys Michael Eisner*, by Susy Wetlaufer, Harvard Business Review, January-February 2000