

## Quotes used in Lenn Millbower's *Meet Like a Mouse*<sup>TM</sup> presentation:

### Walt Disney

*I suppose my formula might be: dream, diversify, and never miss an angle.*

*You don't build it for yourself. You know what people want, and you build it for them.*

*If I can't find a theme, I can't make a film anyone will feel.*

*We learned one basic thing about bringing pleasure and knowledge to people ... the power of the story form.*

*In all good entertainment there is wisdom, humanity or enlightenment to be gained.*

*Disneyland is a show.*

*People move towards things that are inviting. Place a weenie at the end of each street.*

*When guests make their own pathway, they probably have a good reason for doing it.*

*The one thing I learned from Disneyland was to control the environment. I don't want the public to see the world they live in. I want them to feel like they're in another world.*

*We can lick them all. Quality will out.*

*The way to get started is to quit talking and begin doing.*

### John Hench

*It is up to the designer to provide guests with the appropriate sensory information that makes each story environment convincing.*

*Well-chosen color draws guests in; it catches the eye and directs and focuses attention.*

*Assume the guest's position and point of view, and just as Walt did, take the guest's interest to heart.*

### George Bruns

*Disney thought of music as a supporting character. He used to say over and over again, Music's got to carry the story from one scene to another.*

### Lenn Millbower

*Details that detract subtract.*

### **Meet Like a Mouse™ Sources**

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