Name of Speaker: Scott Swofford

Title of Lecture: Disruptive Innovation: Analog Creativity in the Digital Age

Date of Lecture: 12/5/13

Introduction

The speaker, Scott Swofford is currently, the Director of Content for BYU Broadcasting. A station owned by the Church of Jesus Christ of Latter Day Saints. He came to the station in 2010 with the charge to disrupt the content. He graduated from BYU in 1980 with a degree in Film Directing. After graduation and up until now, Scott, has been on every continent and in 50 countries or more. He worked in all climates, eaten all kinds of exotic foods, and dealt with various challenging situations.

Summary

Mr. Swofford began his presentation by explaining how technological innovations have changed the film making industry. His first point was that with current cameras and it is not hard to find resources, and that there are few barriers to entry into the making a film. His second point was the ability to have unlimited personal expression, or how easy it is to express whatever you want and get it out for people to see. He says that viewers are understanding more what is happening and that film makers are making much larger leaps of faith to the audience. Thus, moving pictures are no the ultimate persuasion media. His final point was that this has allowed a lesser focus on effective communication.

He then turned his presentation to the subject of “analog persuasion theories.” In other words he is referring to the traditional ways people used to persuade, rather than just putting out something digital and hoping it works. He listed five things that need to be answered for traditional persuasion. The first is answer the question of “who is the audience?” The second is “what makes them engage?” Third, “what do I want the audience to think or feel? With this he made an emphasis on feelings rather than just thinking. Fourth was “how do we get them to respond” and finally, “How does my media do that?”

He concluded his remarks by giving an example of how his major products follow this method. He showed a clip from the “I’m a Mormon” campaign. Then he demonstrated how his research and that ad would reach his audience. He also gave an example of how he is reaching out to audiences using BYU TV. The results were extremely positive, as shown by the number of awards, and viewers. His final point was that the traditional use of persuasion still has a relevance in today’s markets, and that the productions have an audience. So we should entertain that audience, and not lose sight on how to do that.

Reflection

In my opinion, the information that was presented by Mr. Swofford, was relevant and important for this series. It was great to learn from someone who has seen the change in technology, and have them show how the “analog persuasion” techniques are still relevant. He implied, and it has been said by other speakers, that there is a lack of thought of the audience when people are making films. He says that even though it seems like just by making it

This should be 2/3 of a page at least, starting on page 2. Did you agree with the speaker’s position? If not, why not? What insights did you gain as you listened to the lecture? Where can you apply these insights to your area of expertise? How will you be a better “professional/leader/manager/entrepreneur” as a result of your engagement with the speaker’s ideas?

Example: The speaker shared various jobs that he had that really prepared him to be a successful CIO. I realized the importance of quality on-the-job experience.

Conclusion

The speaker provided some interesting insights regarding the value of staying current in today’s world of rapidly changing technology.