

Miranda Gaudet, Taylor LaMotte, Taylor Lee

Netflix Activity

Our goal for today is to get the class thinking more in depth about the leadership styles at Netflix and the ethics behind their innovation. To begin, we wanted to touch upon the entire evolution of Netflix's business model, so we came up with three questions to start the conversation:

- Why did Netflix go online?
- How were they able to outlive Blockbuster?
- Who is their target audience?

The article took us through the process of how Netflix first started developing their original content. This stood out to us because the first show that was created had a budget of \$100 million, and Netflix was confident that the show was going to succeed. They were able to do this because of the detailed knowledge they have of their customer's data. They then used that information to create shows based on what they know is working well with their audience. It speaks to an important innovation with today's technology. With extensive data and analytics, they're able to track what people watch, and predict what else they'll enjoy.

For our activity, we're going to split the class into two groups, and one chosen leader will give them a target demographic. From there, the rest of the group will have to make a show based off of the demographic. In order to tie into the second article talking about the different ways Netflix has changed their meetings, we have the leader coming up with the demographic. This ties into the way executives attend board meetings, but they purposefully don't have much input into the day-to-day decisions that are made with the lower-level employees.

The second article also talked about how Netflix's board meetings were more efficient because of the focus on questions and discussion versus just presenting information. In order to simulate this, we're going to give them a shorter amount of time to come up with the concept and a longer amount of time to think about why they chose the things they did.

We'll all group up from there, present the shows, and talk about whether or not this format of brainstorming is more efficient or not. Some questions we want to ask:

- Is it okay that Netflix uses customer's data in order to make new shows?
- Do you think the concept itself or the discussion behind it is more important to a show's success?

If we have time, we also want to have a discussion about Redbox, and talk about whether or not Netflix's decision to not invest in kiosks was the right move.