“THIS IS A GOOD IDEA”

By

Any executive that has no idea how business systems work.

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FADE IN:

SCENE: IN AN OFFICE

Rod and Jennifer, two managers running an average sized business in Larry Town, are sitting in the offices on a Friday afternoon. Both appear bored and disinterested in doing any meaningful work. Rod is browsing on the internet pretending to do emails when suddenly, he notices something and becomes overly excited. He dramatically turns to Jennifer.

CHARACTER: ROD

Jen, you have got to check this out!

CHARACTER: JENNIFER

Check what out?

ROD

I was just browsing through “the internet” and this thing came up about drones.

Look how cool they are! They fly around and hover and even Amazon is using them!

JENNIFER

That’s… interesting... err... who cares?

ROD

What do you mean!!! DRONES!! THEY ARE SO COOL!!

JENNIFER

So are the rewards on the mymaccas app… I still don’t understand what you are trying to say.

ROD

Look, if Amazon is doing stuff with drones, then we’ll look like idiots if we don’t do the same. So, let’s just do it.

Let’s really go for it!

JENNIFER

For what?

ROD

Drones!

JENNIFER

You want me to get you a drone?

ROD

No, no, no, I want you to start a project and call it our DRONE INITIATIVE.

Or, better yet, think of a code name because that would be even cooler. Like, Cypher or Enigma… something like that.

JENNIFER

Okay, I can do that, but what's the project ab…

Rod interrupts Jennifer mid-sentence. Rod is now talking completely out of his arse and is basically in his own little fantasy.

ROD

I can see the press release already "cutting edge innovation is being injected into the soil market with a Revolutionary Digital Transformation Initiative by The Dirt Company".

JENNIFER

Just to clarify, the headline you just thought of, it doesn't sound a bit ridiculous to you.

Dirt… being delivered by drones.

That is what we do here. We are a topsoil supplier.

Does it make any sense to buy drones to del…

Rod interrupts once again.

ROD

Jen, Jen, Jennifer… JEN. STOP.

It is my job as a Digital Innovations Chief to look at the bigger picture and this initiative is going to change the game. We are going to be the only soil supplier in the world that is using a drone!

This is a good idea! You can see it right!

I wonder why nobody has thought to do this before.

Jennifer looks at Rod in shock at his apparently genuine combination of bewilderment and excitement. Silently thinking to herself, this guy is a complete f

FADE OUT:

THE END