

Disney Creativity Strategy

An innovative and practical approach to problem solving can be achieved by adopting three roles in sequence :-

- 'Dreamer' generates broad brush solutions, creating new ideas and approaches to achieve the desired outcome, with an attitude of 'anything is possible';
- 'Realist' defines in detail the steps to achieving the solution generated in Dreamer, acting as if it is achievable;
- 'Critic' evaluates the acceptability of the plan developed in Realist, considering what problems might occur, the fit with available resources, the consequences for others, and the situations in which the plan would be appropriate or inappropriate.

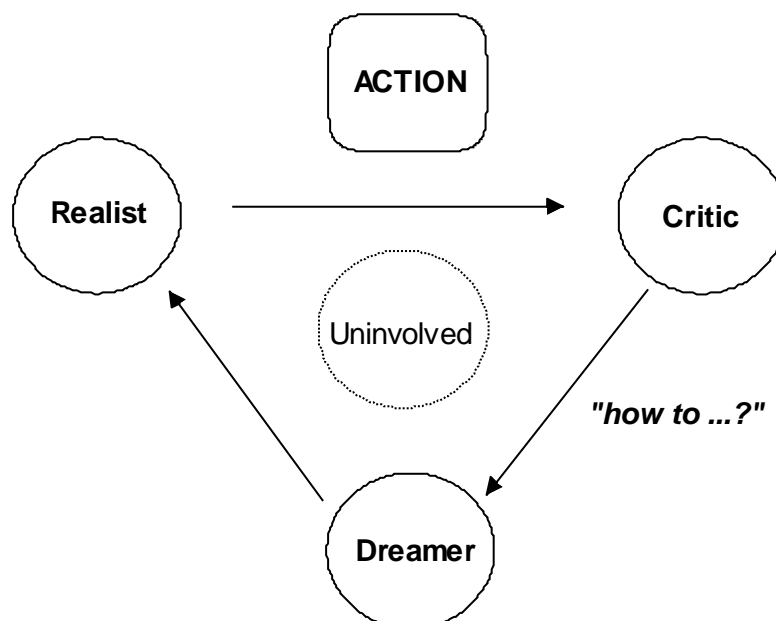
The Process

Set up

1. From an uninvolved position, select the problem you are going to deal with.

Establish the Spatial Anchors

2. Choose four places in front of you; one for **Dreamer**, one for **Realist**, one for **Critic**, and one for **Action**.



3. **Anchor Dreamer:** think of a time when you were really creative, and your **Dreamer** really generated some innovative responses. Step into the **Dreamer** position and relive that time as fully as you can. Step out to the uninvolved position, break state.
4. **Anchor Realist:** think of a time when you planned in detail how to achieve an outcome in an effective way. Step into the **Realist** position and relive that time as fully as you can. Step out to the uninvolved position, break state.
5. **Anchor Critic:** think of a time when you criticised a plan in a constructive way, and were able to identify the strengths, weaknesses, and problems involved. Step into the **Critic** position and relive that time as fully as you can. Step out to the uninvolved position, break state.
6. **Anchor Action:** think of a time you were committed to action - '*consider it done*'. Step into Action position, and relive that time as fully as you can. Step out to the uninvolved position, break state.

Run the Strategy

7. **Dreamer:** take the problem you are going to deal with into the Dreamer position. Allow yourself to visualise potential solutions in a creative way irrespective of practicality. Brainstorm. What would you do if you could only succeed? When you have finished, step back to the uninvolved position.
8. **Realist:** take a potential solution into the Realist position. Identify what it would take to put it into practice. How could you implement it? When you have finished, step back to the uninvolved position.
9. **Critic:** take your plan into the Critic position. Evaluate the plan. How does it fit with available resources? How might other people respond? What's in it for them? Is anything missing? Re-phrase criticisms into 'how to' questions. When you have finished, step back to the uninvolved position.
10. **Repeat:** step back to **Dreamer** with the feedback from **Realist** and **Critic**. Change the plan creatively in response to what you have learnt. Continue to move through the three positions until you have a solution that is acceptable.
11. **Action:** finally step to the Action position. Identify what you are going to do specifically, and by when.