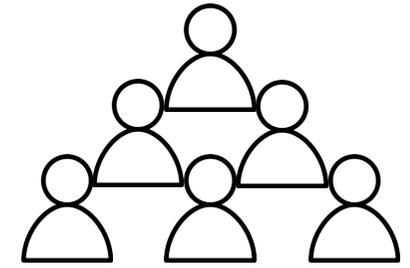


Working Creatively

The Disney Strategy

Follow these 7 simple steps to facilitate creative collaboration
by using one of the secrets to Walt Disney's success



1 Setting the scope of the project

- What is the problem or outcome you are looking to achieve?
- In what context do you want it?
- Who are the stakeholders involved in this collaboration and within those teams, or organisations which individuals will be involved?
- What's important about achieving it (for you personally)?

2 The Outsider/Spectator

What is known about this problem/outcome from the outside?

- E.g. How would a consultant, supplier, customer or external observer see this?
- Are there any existing facts or data you can pull up?
- Feedback information, customer surveys, problem analysis reports, performance charts, P&L reports etc.

3 Set up your environment / remote sessions

Get the whole team involved in the 3 main stages (Dreamer, Realist & Critic)

When running face-to-face meetings you can use different flip charts/areas of the room for each stage. Some people get their team to take a break, leave the room in-between each element and come back in as the new persona.

Stepping into a different mindset and using space/your environment can be very helpful when getting collaborative working established. If your meetings are virtual – again take a break in-between each stage, make sure that the facilitator is enabling the team to know who they will be next and what is going to be expected of them.

4 The Dreamer

Creative ideas start with a dream full of passion and enthusiasm

- What do we ultimately want (big picture)?
- What is the vision when it all goes well?
- How do we imagine the solution?
- What are the benefits of achieving this?
- What does it give us, clients, suppliers, the board etc.
- When will it begin, Where, Why?
- What will this mean about me as a person (asked of each individual)

5 The Realist / Planner

Time to get planning & logical. Pick one idea from the Dreamer

- How can we make that dream happen?
- How can we apply this idea in reality?
- What are the main components that achieve those outcomes?
- What is the action plan within those components?
- What is the timeline to apply this idea?
- What resources (time, people, money) do we need to make it happen?

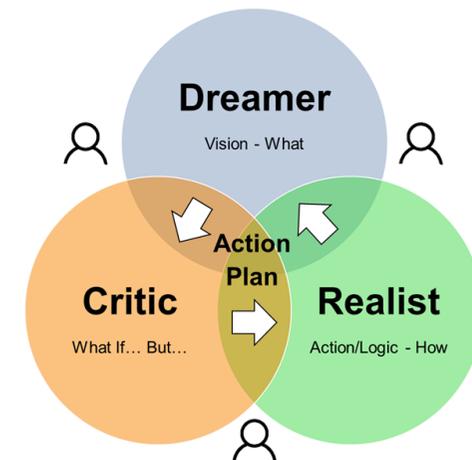
6 The Critic / Spolier

Apply critical thinking to discover barriers and the weak points

- What could be wrong with the idea?
- What is missing or might be a weakness?
- What are the risks and dangers?
- Why can we not apply it?
- Who might object? Who will be unfavourably affected by this?
- When and where might this not work? Or not be desirable?

7 Finish refining the plan

- Having completed the **Critic** stage move back to the **Realist** location
- Now revise the **Plan** (not the Dream) based on the **Critic's** comments
- Then go back to the **Critic** location and assess the revised **Plan**.



Download a free eBook all
about the process at
andycoley.com/disneystrategy