



## **DISNEY CREATIVE STRATEGY**

When it comes to creative planning, it can be hard to find the right way to transform imaginative thinking into concrete business strategy. You need to dream big in order to come up with possible ways of solving a particular problem. At the same time, you need to be able to focus on the detail needed to put your plan into action successfully.

The Disney creative strategy is a tool for brainstorming and developing ideas. The strategy is based on three main stages; the dreamer, the realist and the critic. As you imagine and develop your ideas, you move from one role to the next, putting yourself into these different mindsets, so that you can better analyze what you're doing.

Below are the essential elements associated with each role:

### **The dreamer**

Usually, any creative idea starts with a dream full of passion and enthusiasm. Anything goes here. In this first stage, strategy allows the team to share their dream without no restrictions or criticism. This helps to build a pool of creative ideas. It's your chance to let your imagination run wild!

The dreamer asked questions that help describing ideas and thoughts such as the following:

- What do we want?
- What is the solution?
- How do we imagine the solution?
- What are the benefits of applying this solution?

### **The realist**

Now, subsequently, follows the realist style. The team switches the place and mode to think in a more logical planning style. Based on the first stage, the attendees pretend that the dream is possible and start putting plans to achieve it. The plans aim to turn the imaginary ideas into a manageable action plan. During this stage all the thoughts should be constructive and target turning the idea into a real plan. This stage includes questions such as the following:

- How can we apply this idea in reality?
- What is the action plan to apply the idea?
- What is the timeline to apply this idea?
- How to evaluate the idea?

### **The Critic**

After having an action plan to turn the idea into reality, the critic thinking mode tends to discover the barriers of applying the idea and how to overcome it. Here you need to examine your chosen proposal and its real world implications from a more critical viewpoint, the team provides a constructive critique for the idea in order to find the weak points and solve it in the final solution. Every detail needs to be scrutinized and refined.

In this stage, the team asks questions as following:

- What could be wrong with the idea?
- What is missing?
- Why cannot we apply it?
- What are the weaknesses in the plan?



## ***How to Use the Tool***

So, how do you actually use the Disney Creative Strategy?

### *Step 1: Create Space*

If you have the space, it can be helpful to use a different room or space within a room for each phase. This will help you and your team to switch mindsets and move into each different role. And it's also vital that someone is in charge of documenting each stage.

### *Step 2: Step in to The Dreamer*

Once you've gathered your team, make sure everyone is clear that you're starting with The Dreamer role. Each person should feel free to brainstorm and bounce ideas around during this time. Don't introduce any limitations here. Avoid mentioning budgets, time frames or rules.

### *Step 3: Transition to The Realist*

Once you've given everyone plenty of time to brainstorm ideas, it's time to switch into The Realist role. In this phase you're going to refine and adjust your ideas to make them more concrete. This is when your team will focus on taking action: planning, scheduling and evaluating the idea or ideas they find most promising.

### *Step 4: Transition to The Critic*

In this last phase you and your team must look at your ideas from a critical point of view. You need to question and test every step of the process, pretending you're a "naysayer", and trying to find fault with any proposition. Your goal is to criticize and refine your plan until it's as good as you can get it.

### **Conclusion & key points**

As a result of the three main stages above in Disney's Creative Strategy, the team reaches a solid creative idea with an action plan to apply it. The first stage focused on the creative aspect and sharing creative ideas and solutions.

The second stage focused on reality and how to turn the idea into an action plan and finally the third stage aims to identify the weakness in the idea and overcome it in the final plan.

Balancing the conflicting roles of Dreamer, Realist, and Critic can be a challenge for teams.

All three elements are necessary for successful project planning, but they need to be addressed in the right order.

Make sure you allow enough time at each stage for ideas to fully develop. Moving from one phase to the next too quickly can stifle people's imagination.