

Disney's Creativity Method



Disney's creativity method is a tool for brainstorming and developing new ideas, while evaluating them from perspectives of a Dreamer, a Realist, and a Critic.



The Dreamer

The Dreamer is focused on potential and possibilities. This is where the ideation begins, allowing for the free flow of creative and crazy ideas without judgment.

Questions To Ask

- Why am I doing this?
- Can it be done better?
- Wouldn't it be great if...?
- What would I like to happen?
- What reward or result would I like?



The Realist

The Realist role is focused on practical aspects and implementation. The realist takes these ideas and develops a strategic plan, transforming dreams into actionable steps.

Questions To Ask

- Who else do I need to make this work?
- What needs to happen and when?
- How can I make this happen?
- What resources do I need?
- How much will it cost?



The Method

- 1** Select the issue you want to address. Set it aside while you explore the roles of Dreamer, Realist, and Critic.
- 2** Pick three different places. (distinct places or different parts of the room). Each place is where you will immerse yourself in each role.
- 3** For each way of thinking, frame your mindset before you begin by thinking of the time you were creative, realistic and critical.
- 4** In each space and frame of mind, address the issue at hand from that perspective.
Dreamer space: Let your ideas flow freely
Realist space: Think about how ideas can be implemented.
Critic space: Question your plan. Identify problems, strengths and weaknesses. Build a better plan.
- 5** Go back to the beginning and re-evaluate your thinking. Repeat the process until you are satisfied with the plan.

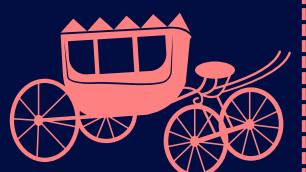


The Critic

The Critic challenges the plan and notices problems. Then takes the best from the Dreamer, Realist and Critic and assimilates them into a single, balanced, cohesive solution.

Questions To Ask

- Is the objective achievable?
- Does the idea have potential?
- How can this plan be improved?
- Are there any barriers or blockers?
- Will the plan work (timing, cost, market)?



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