

# Method 12

## Creating a Business idea through Disney Creativity Strategy

### Developing a creative Business Idea through Disney Creativity Strategy

 Complexity	 Target group	 Pax number	 Activity duration
Medium	Young people	Team of max 30 people	120 min



## Description

### **Team preparation for Disney's Creative Strategy**

Setting: A room, an open space office or an outdoor garden.

#### **1st Step: Set the scope**

Participants are given with a scope to achieve or a problem to solve. They are also provided with some basic feedback information, basic facts and data from the outside so as to give the problem / outcome some context.

Then four parts of the room are set for each thinking method.

1st Part is for dreaming and imagination,

2nd Part is for realists and/or planning,

3rd Part is for critics and

4th Part is for getting the mind outside the thinking flow.

The idea of setting a thinking place for each stage in the method is to prepare the team mind to switch thinking modes from one to another.

#### **The Dreamer (30 minutes)**

This first stage allows the team to share their dream without restrictions and criticism. This phase helps to build a pool of creative ideas. Some of these ideas are viable and others are not.

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

- What do we want (big picture)?
- What if?
- What is the vision when it all goes well?
- What is the solution?
- How do we imagine the solution?
- What are the benefits of applying this solution?



### **The Planner / Realist (30 minutes)**

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. They narrow down the dreamer's ideas into a shortlist and discuss constructively. They take the single best idea and work it up into a manageable action plan. During this stage all the thoughts should be constructive and about getting in the next steps.

#### **This stage includes questions such as:**

- 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 / Spoiler (30 minutes)**

After producing the action plan to turn the idea into reality, this critical thinking mode is about discovering the barriers of applying the idea and how to overcome it. In this session, the team provides a constructive critique for the idea to find the weak points and solve it in the final solution. In this stage, the team asks questions as following:

- What could be wrong with the idea?
- What is missing?
- What are the risks and dangers?
- Why can we not apply it?
- What are the weaknesses in the plan?

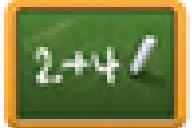


### **Last stage: The Disney Strategy (30 minutes)**

Now that the team has looked at things from all four points of view then they are asked to create a robust Action plan that allows the Dreamer to get the vision, whilst at the same time allowing the Realist, Critic and Outsider to have input into the project.

The facilitator can cycle the revised action plan through the different stages as well. Facilitator should allow time for creativity to flow and ensuring that all members of the collaboration have time to voice their wishes, plans and objections.



	<p>At the end of this activity learners will be able to develop a solid creative business idea with an action plan to apply it.</p>
 <p><b>Needed materials</b></p>	<ul style="list-style-type: none"> <li>• Four flipcharts</li> <li>• Markers / pencils / pens</li> <li>• Presentation stand, if necessary</li> <li>• Items to provide to participants for idea generation</li> <li>• Post-it</li> </ul>
 <p><b>Competences</b></p>	<ul style="list-style-type: none"> <li>• Working Collaboratively</li> <li>• Teamwork</li> <li>• Task distribution</li> <li>• Adaptability</li> <li>• Communication</li> <li>• Problem analysis – problem solving</li> <li>• Critical thinking</li> </ul>
 <p><b>Debriefing and evaluation</b></p>	<p>During debriefing session, main focus should be on participants grasping the different stages of business development.</p> <p>Participants should be asked about the challenges faced during various stages of the exercise, as well as how they overcame them.</p>
 <p><b>Tips for facilitator</b></p>	<p>For the facilitator</p> <ul style="list-style-type: none"> <li>• Ensure that all attendees are participating and have a meeting facilitator.</li> <li>• Only focus on one aspect at a time, this can be done in separate meetings or by using the environment to switch. By having four different areas of a big room facilitator moves the team around or by having four different flipcharts.</li> <li>• Use the environment to allow the team to cycle around those different processes.</li> </ul>

- Be prepared for a lot of information to come out initially before honing down the action plan into manageable chunks.
- Not to take things personally, especially at the critic stage.



## Extra info

### Action Plan Template:

ACTION	RESPONSIBLE	PRIORITY	STATUS	START	END	NOTES
Goal #1:						
Goal #2:						
Goal #3:						



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