



# Disney Method

🕒 30 mins

“The Disney Creative Strategy—inspired by Walt Disney—is a method for discovering creative ideas and turning them into reality.” An exercise that can be done well offline as well as remotely with little effort. You can use it for one specific idea to develop it further or for many different new ideas.

## Dreamer

The first stage allows the team to unlock their creativity. Focus on letting the ideas flow without criticism or restrictions.

Ask: What do we want? How can we imagine a solution? What are some potential benefits of this solution? (3 Min Brainstorming)

## Realist

Now switch to the realist. Start from the premise that the dream is possible. Figure out what steps you would need to take to do so.

Ask: how can we apply this idea? What is our action plan? What is our timeline? What resources would we need? (3 Min Brainstorming)

## Critic

Once you have an action plan, it's time to uncover potential roadblocks.

Ask: what could go wrong with this idea? What is missing? What are some potential weaknesses? (3 Min Brainstorming)

You can directly brainstorm all in one round. Then take 15-20 minutes for discussion. Everyone should individually name the most important points for themselves and play them in. At the end, you should take time to summarise and possibly prioritise overlapping points in order to go into further definition of the idea(s) with a new focus.