



Creativity

Storytelling and the Creative Process

Creativity Models & Exercises

The Disney Creative Strategy

The “Disney Strategy” was first modeled by Robert Dilts based on his conversations with filmmaker Walt Disney.

Dilts noticed that Disney had three separate approaches to his creative work and he alternated between these roles, which Dilts identified as Dreamer, Realist, and Critic.

- **Dreamer:** free association, brainstorming and even fantasies.
- **Realist:** action, of imagining putting the dreams into the physical world.
- **Critic:** testing the soundness of your idea’s, checking in on what will or won’t work.

Dilts believes that we each have a part of us that can identify with these roles. However, some of us are more of one than another. What happens if we don’t find a balance?

“A dreamer without a realist cannot turn ideas into tangible expressions. A critic and a dreamer without a realist just become stuck in a perpetual conflict. A dreamer and a realist might create things, but they might not be very usable ideas without a critic. The critic helps to evaluate and refine the products of creativity.”

Therefore, it’s important to develop each of these roles.

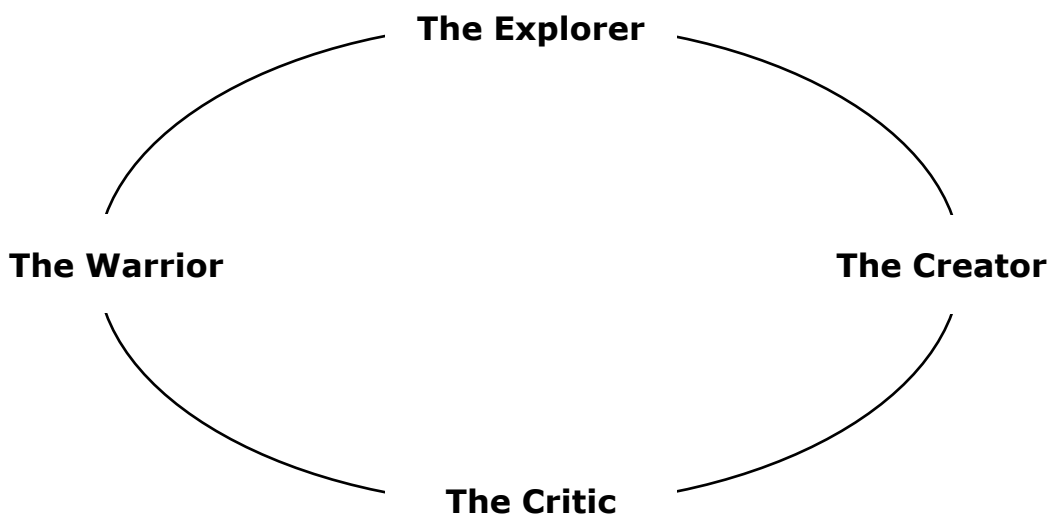
Creativity Cycle

Step 1: The Explorer - be curious and alert, seek out as many inputs as possible, and talk to a lot of different people.

Step 2: The Creator – generate ideas, play, use your imagination, and integrate different concepts.

Step 3: The Critic - be real, assess your idea, make improvements, develop solutions, and make improvements.

Step 4: The Warrior - get into action, overcome resistance, be courageous, and find out how to market and sell your idea.



Set aside time for each of these mental approaches, throughout the creative process. Awareness is key.

A Story Academy model assimilated from studies of the "Walt Disney Creative Strategy" by Robert Dilts and "Deconstructing Creativity: The 4 Roles You Need To Play To Be Fully Creative," by Luciano Passuello.

Creativity Resources

30 Circes

Download and complete the 30 circles handout from the website to activate your creativity.

Basecamp Cards

Thought provoking questions. Play, learn, explore!

#nofilter

100 questions that matter

Different points of view

Perceptual positions can help develop personal and team-based creativity. How it works is, in any situation, there are at least three viewpoints you can take:

1. Your own viewpoint - Called 1st position - this is you seeing things as they are from your own perspective. You, inside your own trousers or skirt, so to speak.
2. Another person's viewpoint - Called 2nd position - this would be someone with an interest in the topic, but who sees it differently than you - perhaps a customer, stakeholder, critical friend etc.
3. Another planet's viewpoint - Called 3rd position - rather like pretending to be a Martian - someone with no interest in the topic who can bring a fresh eye to the table. Detachment and Focus are essential pre-requisites for business and personal development in my long experience.

Developing the habit of using the 1st, 2nd and 3rd positions offer a simple routine for seeing things differently. This has applications in areas in personal and business development such as: creativity and innovation; influence and persuasion; negotiation and motivation etc.

Mind Mapping

- Put your main, over-arching idea in the centre of your page.
- The main themes radiate from the central image as 'branches.'
- The branches comprise a key image or key word drawn or printed on its associated line
- Topics related to each branch are represented as 'twigs' of the relevant branch.
- The branches form a connected nodal structure
- Each branch is a potential story.
- Or, once you have a story, you can make a mind map of the different aspects, lessons, steps or phases of that story.

