IP BEST PRACTICES

If Disney ran the Company

A best practice shared by InspiringPeople.

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If Disney ran the Company

Sequence and timebox the roles of dreamer, realist and critic, in separate spaces, to unleash innovation without one role drowning out the others.

Key steps

Walt Disney described himself as three different people — the dreamer, the realist and the spoiler — and said you never knew which one was coming to the meeting. Giving each mode its own physical space helps the team's mind actually switch between them.

Run the session in three stages, ideally in three different rooms: have the group fantasize and dream without constraints, then re-examine the ideas and make them practical, then criticize the surviving ideas for what could go wrong.

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