



# Walt Disney Method

# Contents



## I. Introduction

### I. History

### II. Goal

## II. Instructions

## III. Strengths & Weaknesses

## IV. Contact

# Introduction

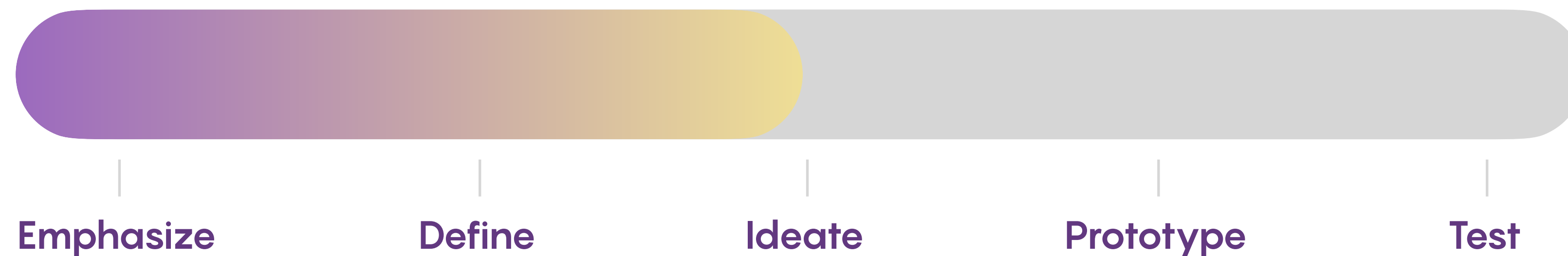
The Disney method is a collaborative/ social creativity technique

It's based on Walt Disney's way of working/ thinking

It can be used as a qualitative method

It uses three different roles to facilitate the consideration of different perspectives on a topic

## Design Phases



# Introduction – History

**Walt Elias Disney** (1901 – 1966), American animator, entrepreneur, film and television producer  
Co-founder of Walt Disney Productions (1923) .Founder of the the parks Disneyland and Walt Disney World

Creator of the method is **Robert B Dilts**, Founder of NLP (Neuro-Linguistic Programming)

- Author and consultant for NPL
- Took NLP as a foundation for the thinking process of important historical figures such as Albert Einstein, Leonardo
- Da Vinci and Walt Disney to develop effective strategies for creating entrepreneurial activity
- He took the testimony of the Disney's animator Johnstone and Thomas to create the Walt Disney Method

## Introduction – Goal

- Systematic and effective way to create and implement innovations
- Structures ideas into tangible expressions
- Get a different point of view on one topic
- Find novel ideas
- Find critical aspects in the ideas
- Find ways to implement ideas
- Contribute informations to solve problems

# Instructions

## How to conduct



- As group or individual
  - Participants take 3 different roles
  - All attendees have the same role
  - After 15-20 minutes all participants change to the next perspective
  - If you change the role, you change the place too
- > Method until ideas appear feasible to dreamers & critics no longer come up with critical questions

# Instructions

## Dreamer



What is to be achieved?

- Visionary, creative mastermind
- Generates overarching & future-oriented goals & visions
- Often surprising, partly unrealistic ideas
- Restrictions are not allowed Book becomes success & movie about it

# Instructions

## Realist



How is it to be achieved?

- Operative Doer, Realist
- Focuses on the feasibility/realizability of ideas
- Ideas of the dreamer must be tried out to test their potential
- Think contemporary Structure of the book is developed, search well-known authors as co-authors for publicity



# Instructions

## Critic



What can/will go wrong?

- Examiner, quality manager, questioner
- Ideas are critically questioned in order to identify logic or logical breaks in the ideas
- Questions can concern opportunities & risks, improvement & a general assessment
- Questions are again passed on to dreamers history project management mostly irrelevant for practical use (no bestseller); co-authors can increase awareness



## Strengths:

Every chance can become an innovative approach. Quick method to learn. Combines intuitive and structured work. Uses different creativity techniques.

## Weaknesses:

Time consuming. Might be difficult for untrained people to think according to given role. Precision is needed for phase separation.



# Contact

[usability-siegen.de](https://usability-siegen.de)

[fablab-siegen.de](https://fablab-siegen.de)