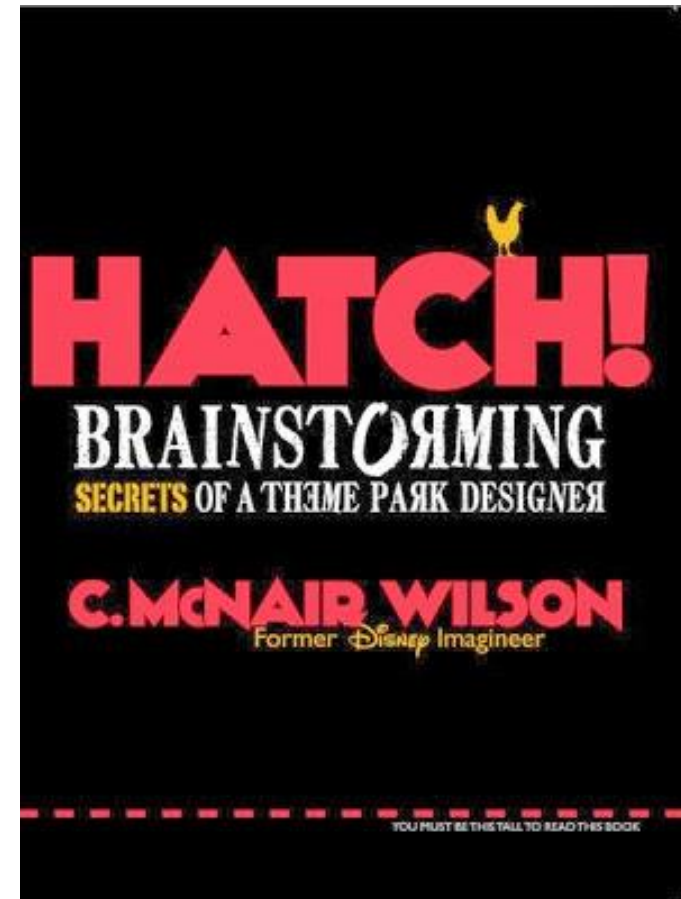




# Using Disney's Brainstorming Process

# Disclaimer:

- This is not my personal process and is based on the book: *Hatch! Brainstorming Secrets of A Theme Park Designer* by C. McNair Wilson
- Wilson worked as a Disney Imagineer



# 7 Agreements to Brainstorming



**START A FIRE!**



**THINK DISTINCTIVELY**



**YES, AND...**



**NO BLOCKING**



**MORE IDEAS**



**WILD IDEAS**



**CRITICAL THINKING**

# 1. Start A Fire!

- Spread the word to those involved
  - Get everyone excited
- Bring what helps you be creative
  - Playdough/clay
  - Legos
  - Tinker toys
  - Fidget toys
- Give the “What if?”
  - What problem are you solving
  - Be specific and targeted

# 2. Think Distinctively

- Write it all down
  - Use large pieces of poster board
  - Sticky notes
- Creative thinking is loud
  - Warn your team and if they need to bring head phones or ear plugs they can
  - Play active music to keep things moving
- Think. Say. Write.
- Time Limits
  - I never give more than 15 minutes
- Creative thinking only
  - Idea-generating
  - Imagining
  - What – ifing

## 3. Yes, And...

- Keeps the energy moving
- Play!
  - Try playing games to change directions
  - Have your groups swap and add to each others ideas
- No technical or financial thinking
  - Save that for later
- Time it!
  - Listen to your groups and when the energy starts to drop give them a new challenge

## 4. No Blocking

- Blocking adds nothing
- Every idea is accepted
- Anyone can call blocking
- Denying that you are blocking is blocking
- Blocking can be in your own head
  - We tend to block ourselves most
- Wimping is blocking disguised as concern
- Devil's advocate need not apply

## 5. More Ideas

- Set outrageous goals
  - Maybe set the goal of 50 new ideas in 5 minutes
- Add incentives
  - Adding incentives can increase production
- Play games
  - Add acting games
  - Physical games or dance parties
  - Creative games like doodling

## 6. Wild Ideas

- Anything goes
  - Think of impossible ideas
- Crazy to say at first
- If you could do anything?
- If you had unlimited resources
- If failure were not possible

# 7. Critical Thinking

- Grab your ideas
  - Sift through what works best to solve your problem
- Group your ideas
- Grow your ideas
  - Take the best ideas and focus on them
- Save everything
  - Save all ideas. You never know when they could be useful.

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