

DISNEY'S APPROACH TO  
**CREATIVITY** ✨ ✨ ✨  
**IN BUSINESS**

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# HOUSEKEEPING ✨









# WHO IS

The logo for Disney Institute, featuring the word "Disney" in its signature script font, with "INSTITUTE" in a bold, sans-serif font below it. The entire logo is enclosed within a square frame that has an open top and bottom.

# ?











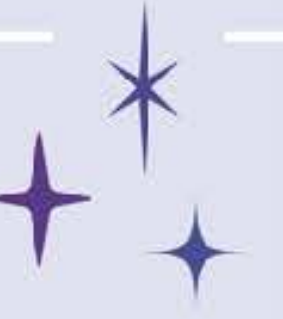


The background features a central white triangular area where the text is located. This area is surrounded by four large, curved, overlapping shapes in shades of purple, blue, and pink. These shapes are decorated with numerous small, four-pointed starburst patterns in various colors, including white, light blue, and light pink.

# ACTIVITY



# ICONOLOGY



INSIGHT



GREAT  
IDEA



DISNEY  
SHOWCASE



DISNEY  
CASESTORY



REFLECT



ADAPT  
& APPLY



# TODAY \_\_\_\_\_ ✨

The Creativity and Innovation Framework

Cycle of Innovation

***Lunch***

Cycle of Innovation

Field Experience











COMMON CHALLENGE

**“HOW CAN I LEAD MYSELF AND  
OTHERS TO THINK DIFFERENTLY?”**



NEW  
COMPETITION

SHIFTING TASTES  
IN CONSUMERS

EMERGING  
TECHNOLOGIES

EVOLVING  
NEEDS  
FROM  
EMPLOYEES

**DISRUPTION** is happening at  
a pace and scale like never before.

ECONOMIC  
UNCERTAINTY

REMOTE  
WORK

DEMAND FOR  
SUSTAINABILITY IN  
BUSINESS



## PROGRAM THESIS \_\_\_\_\_

*Leaders* can **IGNITE CREATIVITY** in their people to **INNOVATE** around challenges and take advantage of **NEW OPPORTUNITIES.**







# CREATIVITY ✨

The ability to generate many ideas.

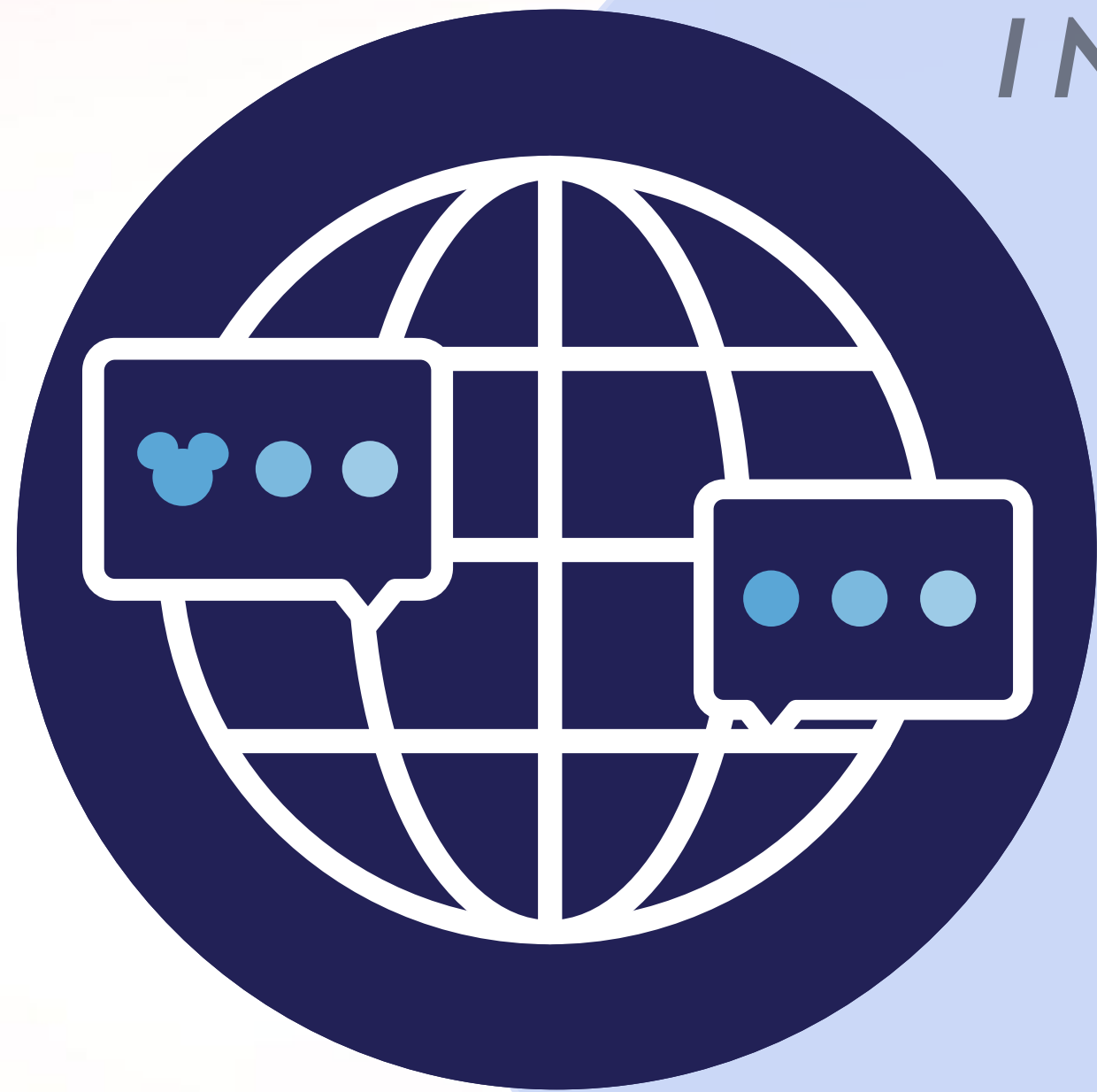
# INNOVATION ✨

The development of creative ideas into viable solutions with demonstrated benefits.



## *INSIGHT*

Everyone has the potential  
to be creative.









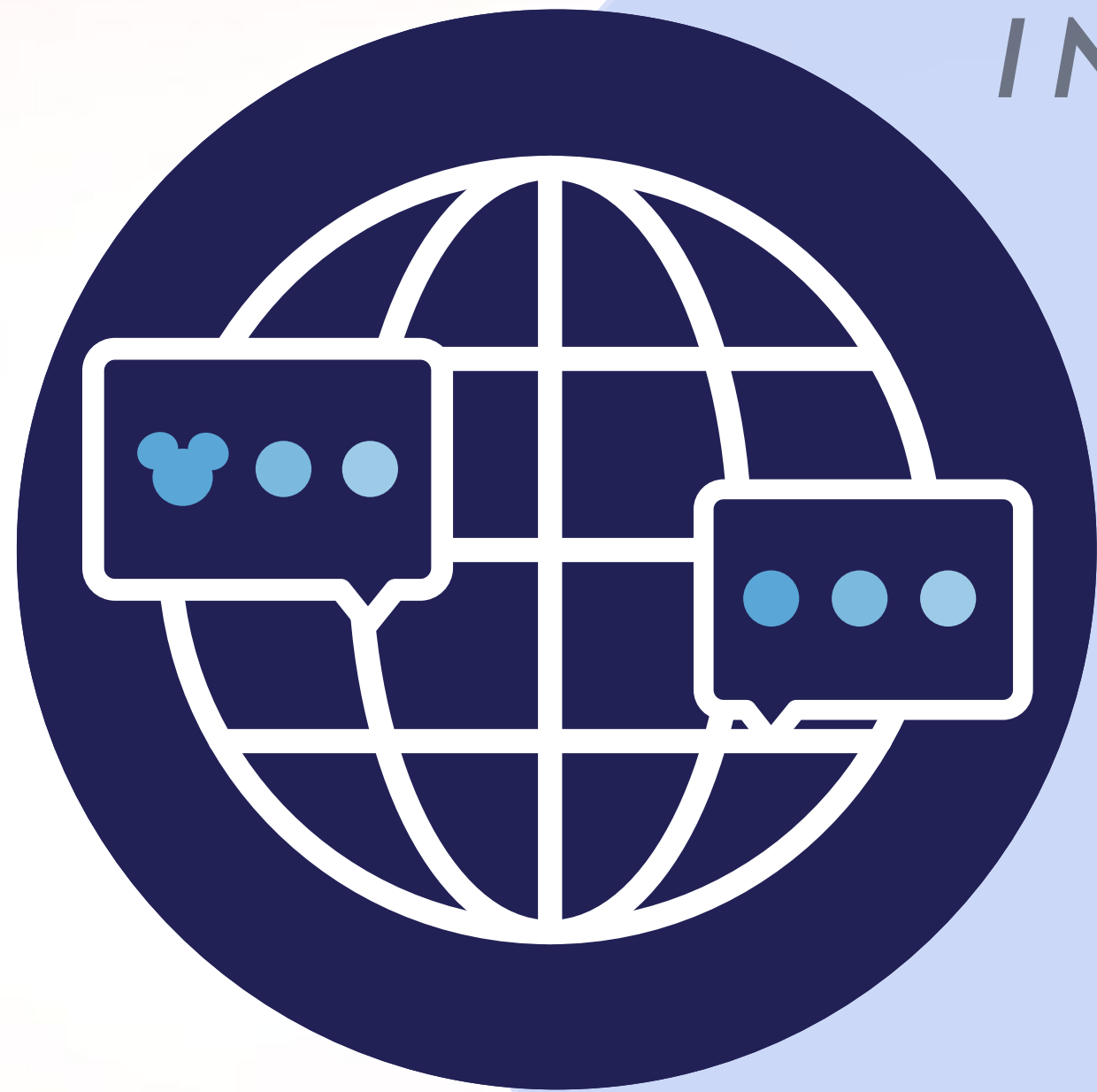








## *INSIGHT*



Leaders can drive innovation in their organization by blending creative values, business principles, and leadership skills.



# THE CREATIVITY AND INNOVATION FRAMEWORK ✨





# ***WHAT IF?*** **MINDSET**



# *WHAT IF?* MINDSET



The creative values that support the belief that ideas come from unexpected places.



# *WHAT IF? MINDSET*



- Curiosity
- Diversity of Perspective
- Collaboration
- Risk-taking



# CURIOSITY

Intentionally seeking out  
new information.





# DIVERSITY OF PERSPECTIVE

The intentional inclusion of differing  
points of view.





# COLLABORATION

The behavior of working together  
toward a better outcome.





# RISK-TAKING

Trying and supporting new ideas with known and unknown results.





**CURIOSITY**



**COLLABORATION**



**DIVERSITY OF  
PERSPECTIVE**



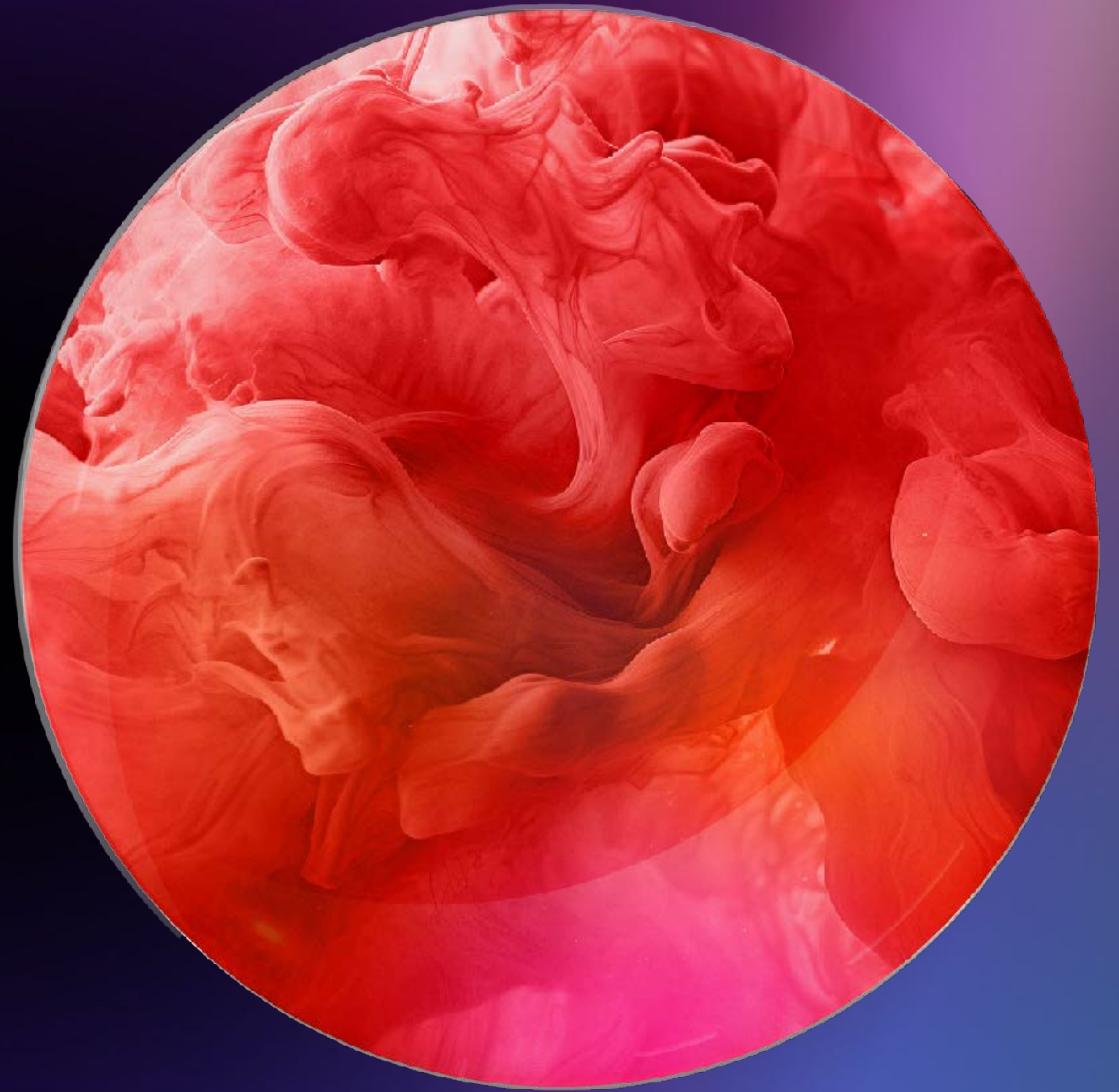
**RISK-TAKING**







*YES, IF...*  
**SENSIBILITY**





# *YES, IF...* SENSIBILITY

An understanding of the business principles that filter the needs of an organization.





# *YES, IF...* SENSIBILITY

- Business Impact
- Resource Allocation
- Measurement and Metrics





# BUSINESS IMPACT

A deep understanding of the creative opportunity and what is possible within an organization.





# RESOURCE ALLOCATION

A strategic prioritization of the people, funding, time, and other aspects needed to innovate.





# MEASUREMENT AND METRICS

Data that identifies the degree to which innovation has achieved desired results.





# BUSINESS IMPACT



# MEASUREMENT AND METRICS



# RESOURCE ALLOCATION





**BREAK** ✨ ✨







SILHOUETTE STUDIO

CRYSTAL ARTS





SILHOUETTE STUDIO

CRYSTAL ARTS





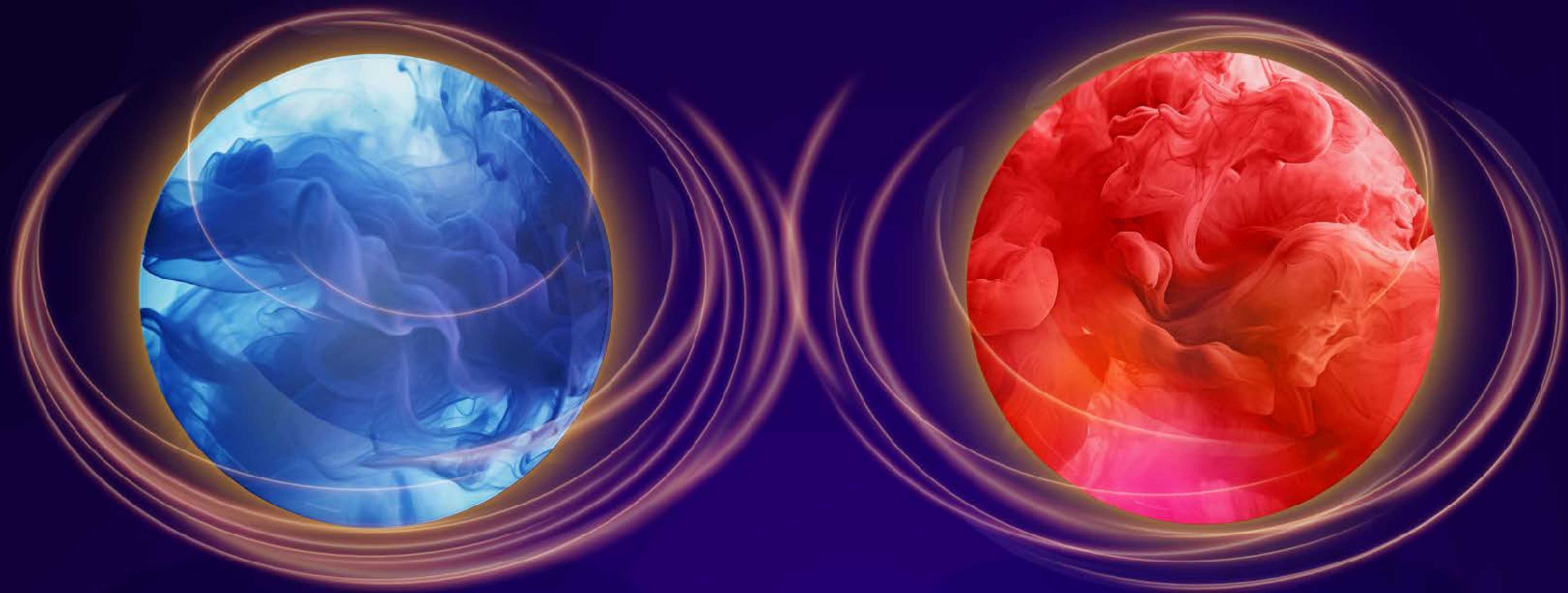




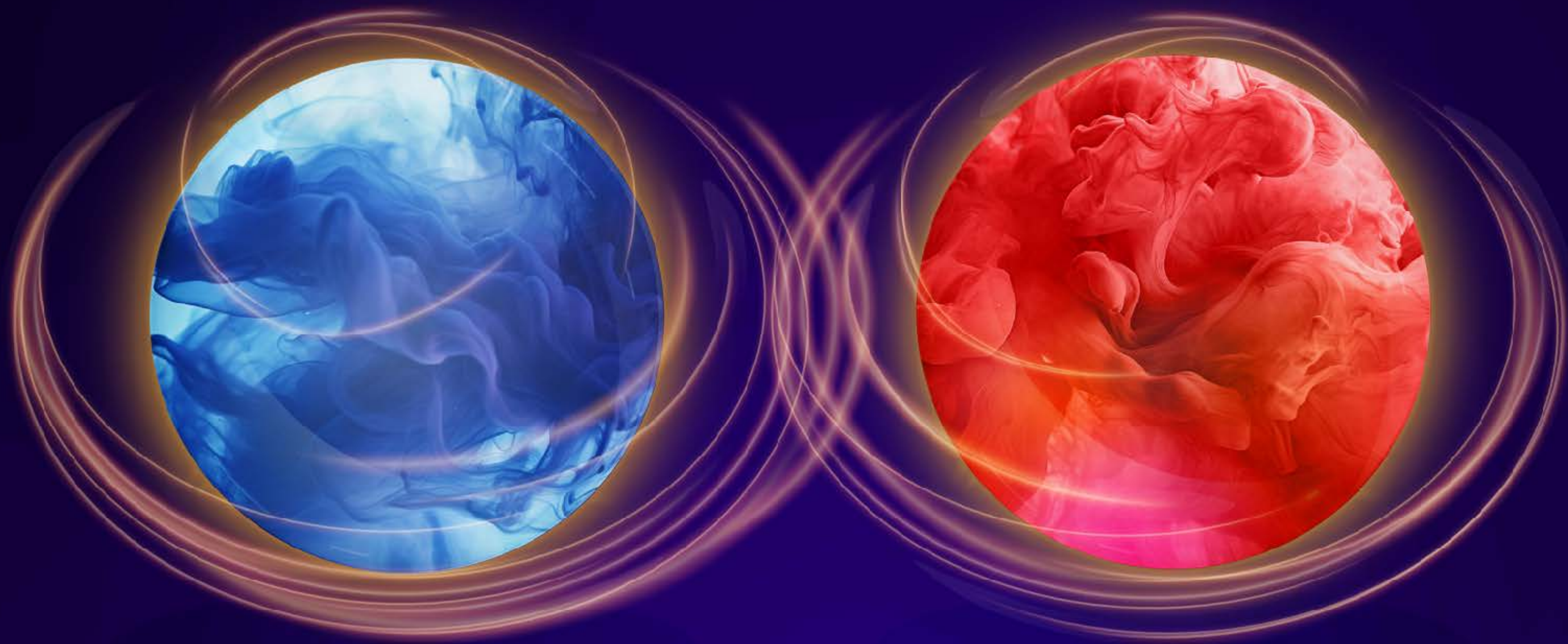




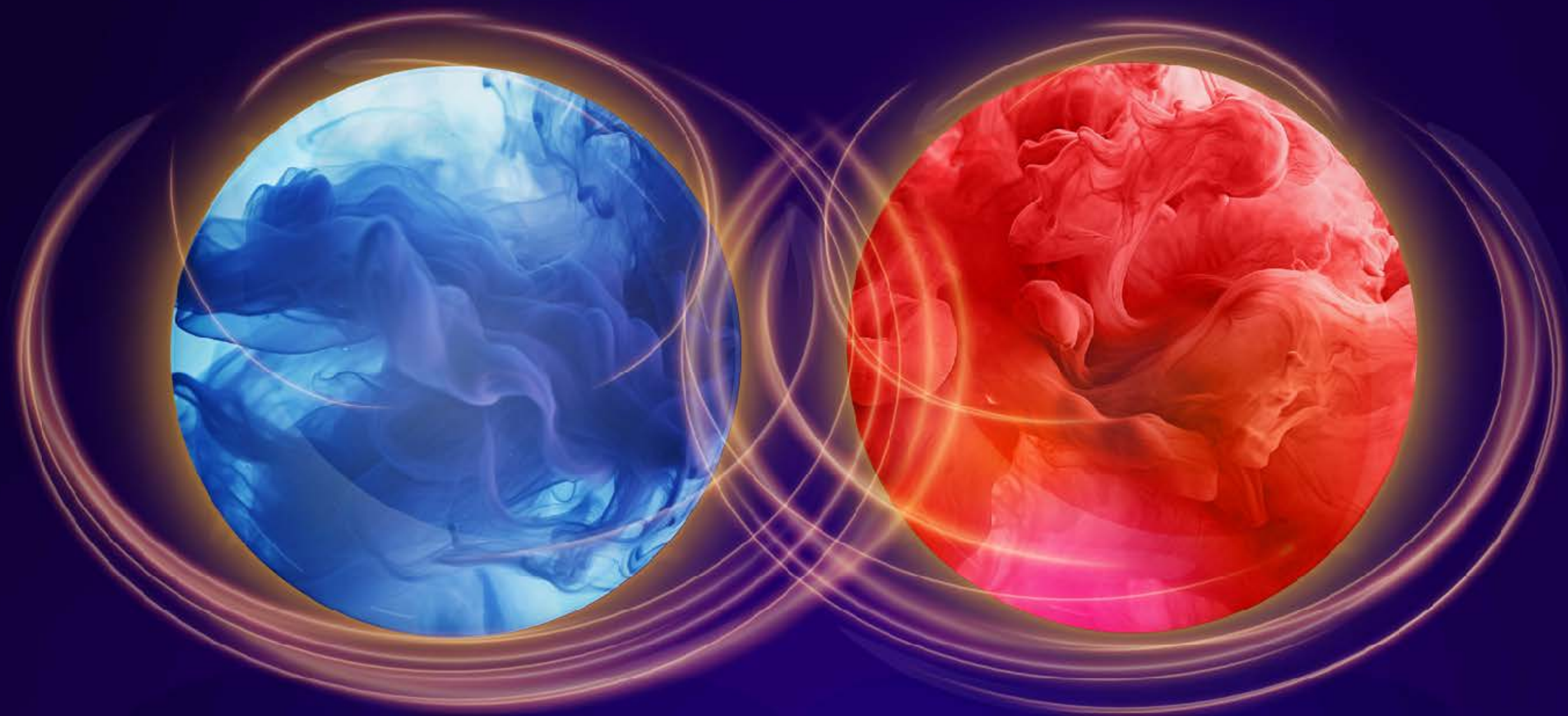
























# LEADERSHIP ORCHESTRATION



# LEADERSHIP ORCHESTRATION



The blending of the factors of *What if?* Mindset and *Yes, if...* Sensibility within teams and organizations to move ideas through the innovation process.



# LEADERSHIP ORCHESTRATION



- Tell Stories
- Build Relationships
- Align Stakeholders
- Elevate Ideation
- Empower People



# TELL STORIES

Communicate new ideas in a  
compelling way.





# BUILD RELATIONSHIPS

Cultivate a shared connection.





# ALIGN STAKEHOLDERS

Gain support and commitment  
among key individuals.





# ELEVATE IDEATION

Create an environment where people  
can achieve high-quality results.





# EMPOWER PEOPLE

Provide teams with the space to  
develop ideas free from constraints.





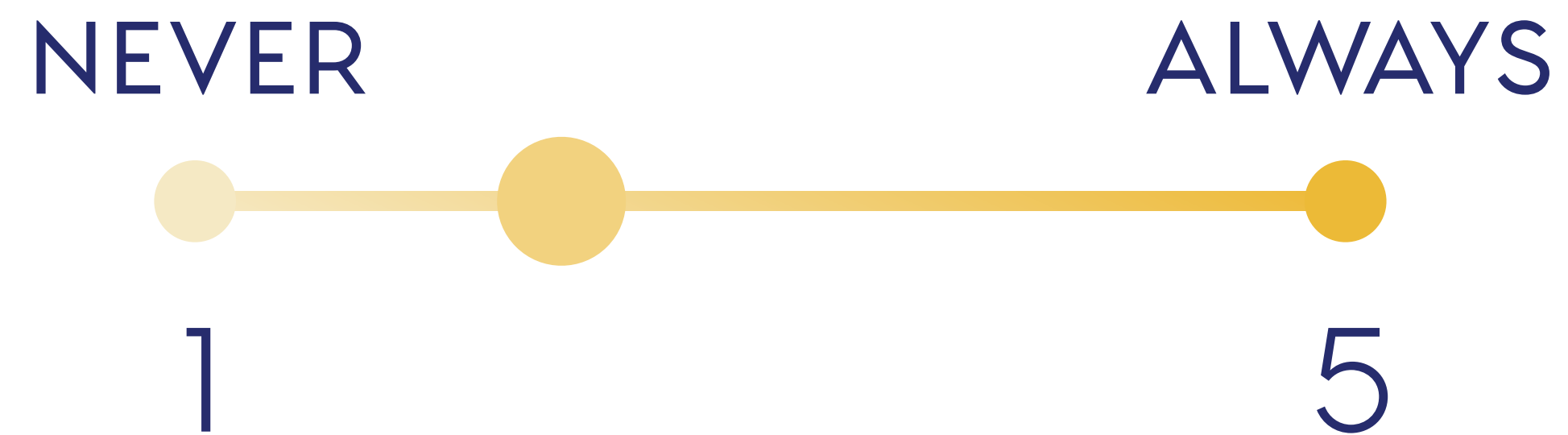




ACTIVITY

# LEADERSHIP ORCHESTRATION:

## YOURSELF



## YOUR TEAM



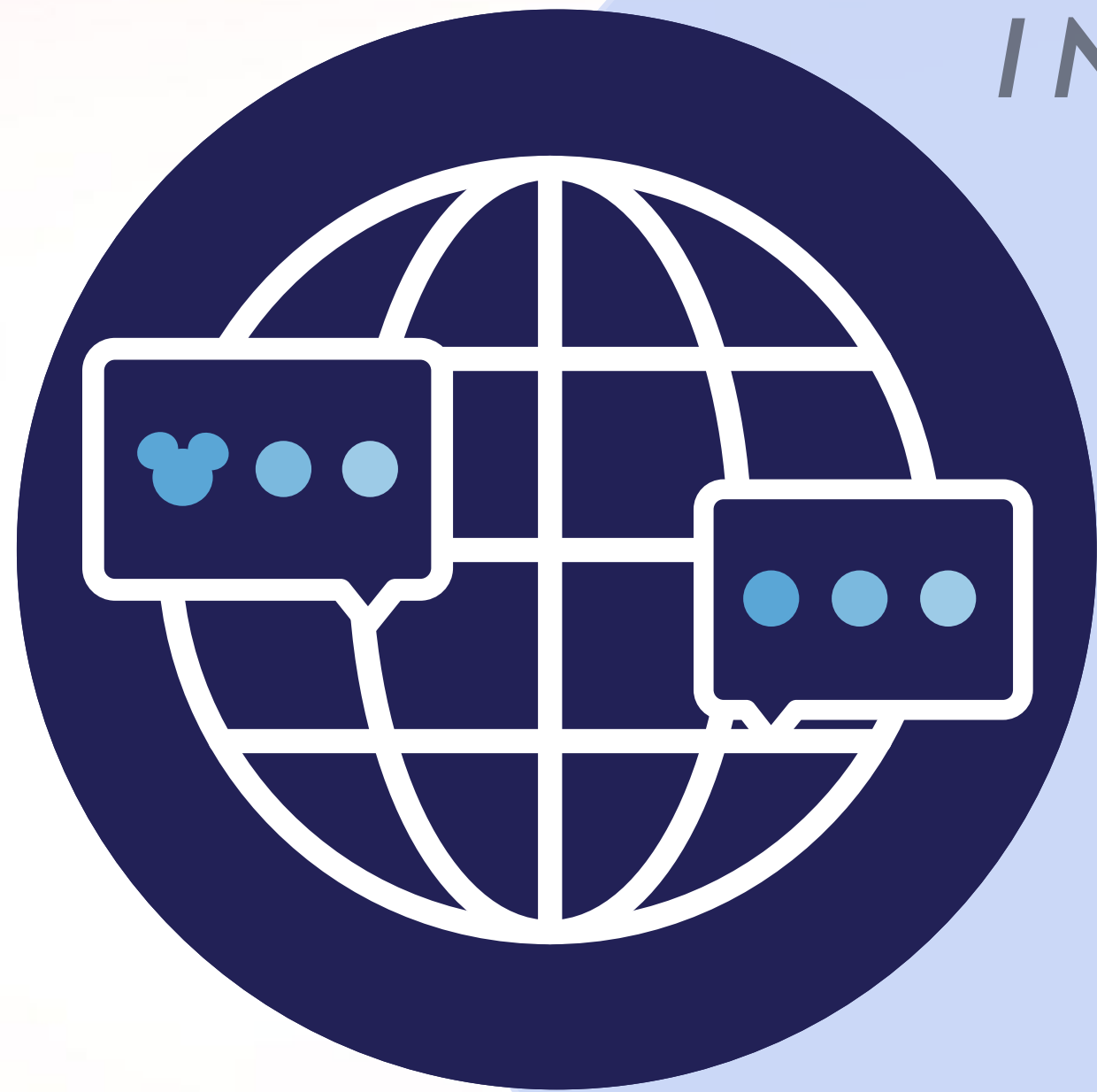




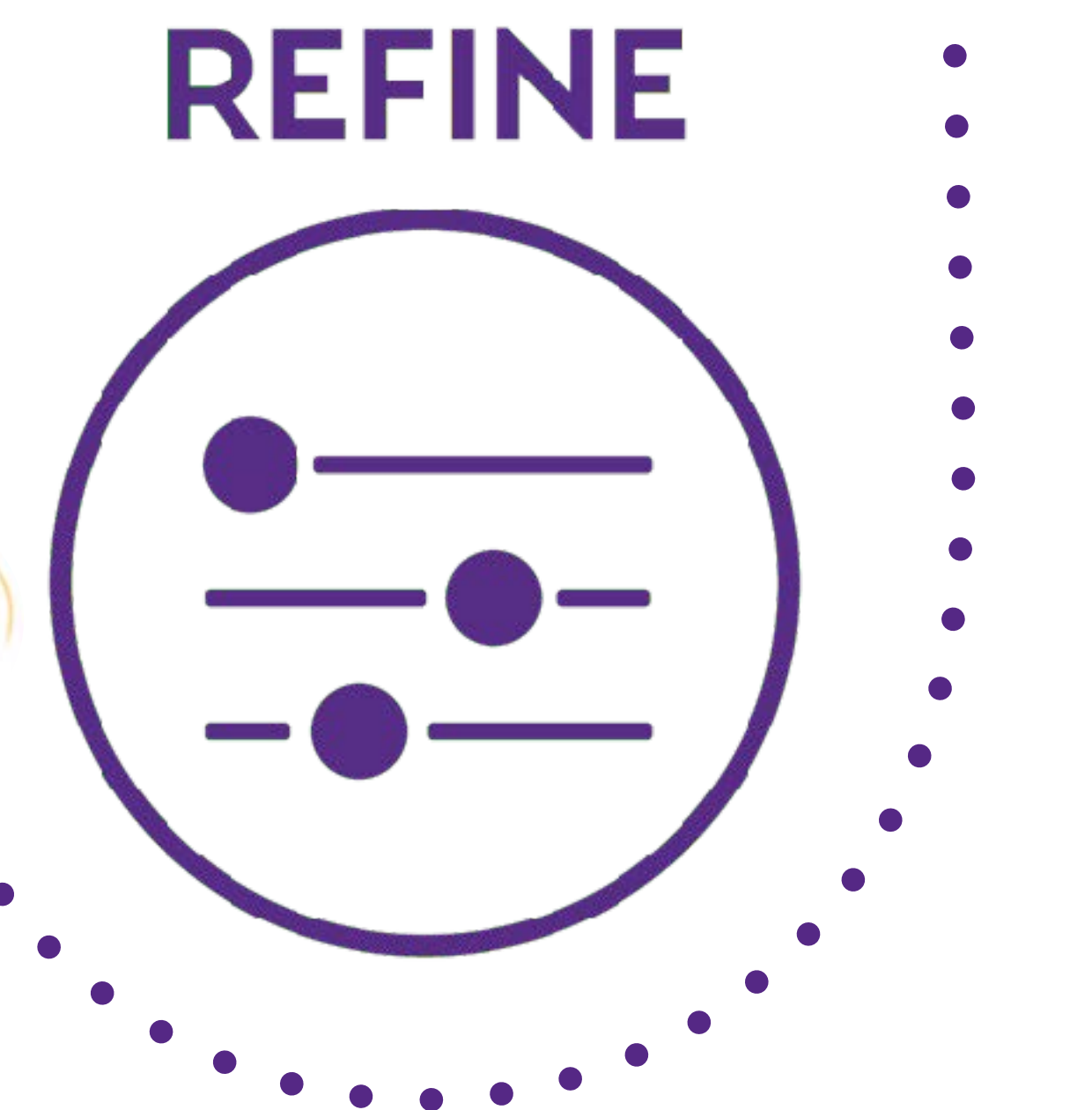
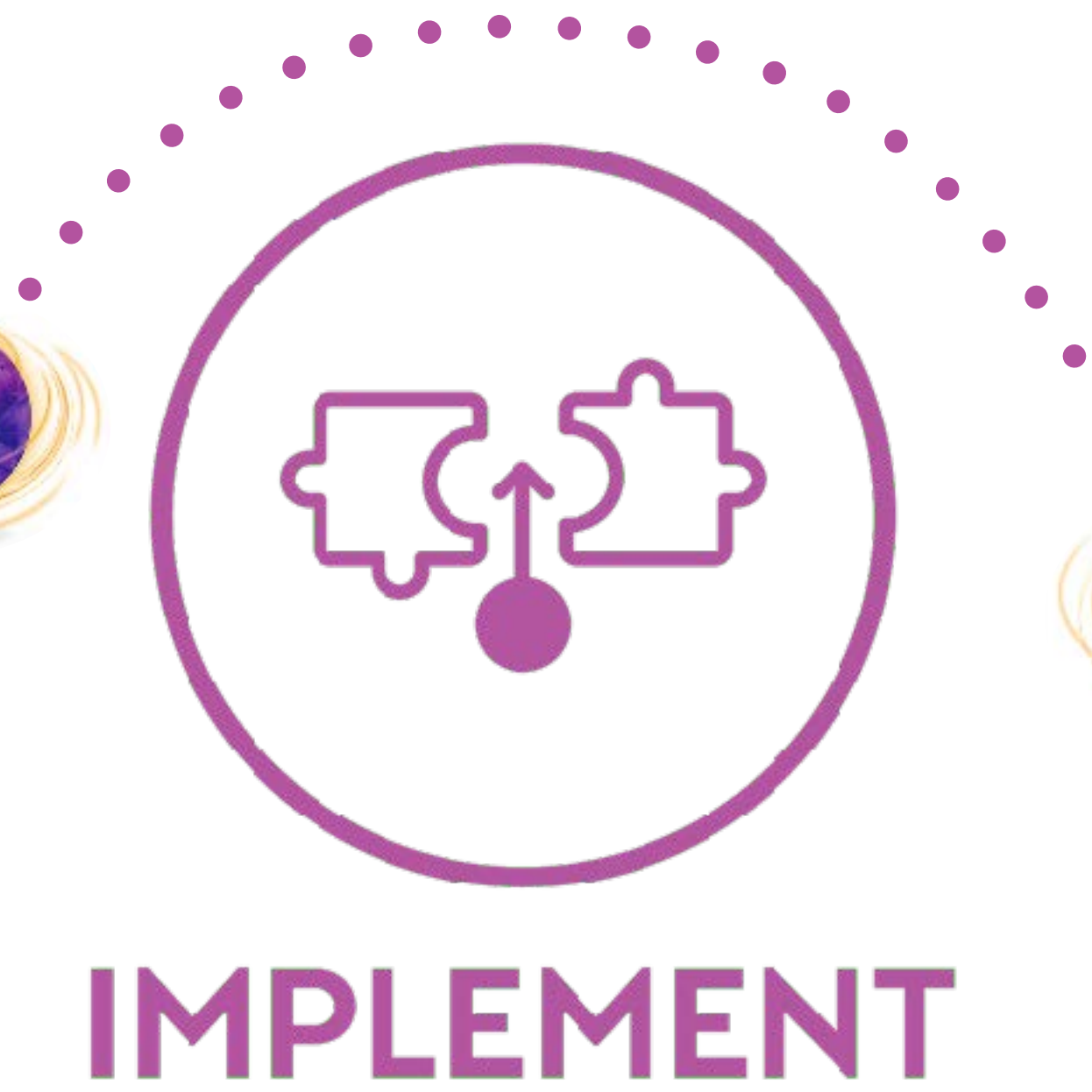


## *INSIGHT*

Great leaders intentionally move their teams through a cycle of innovation.

























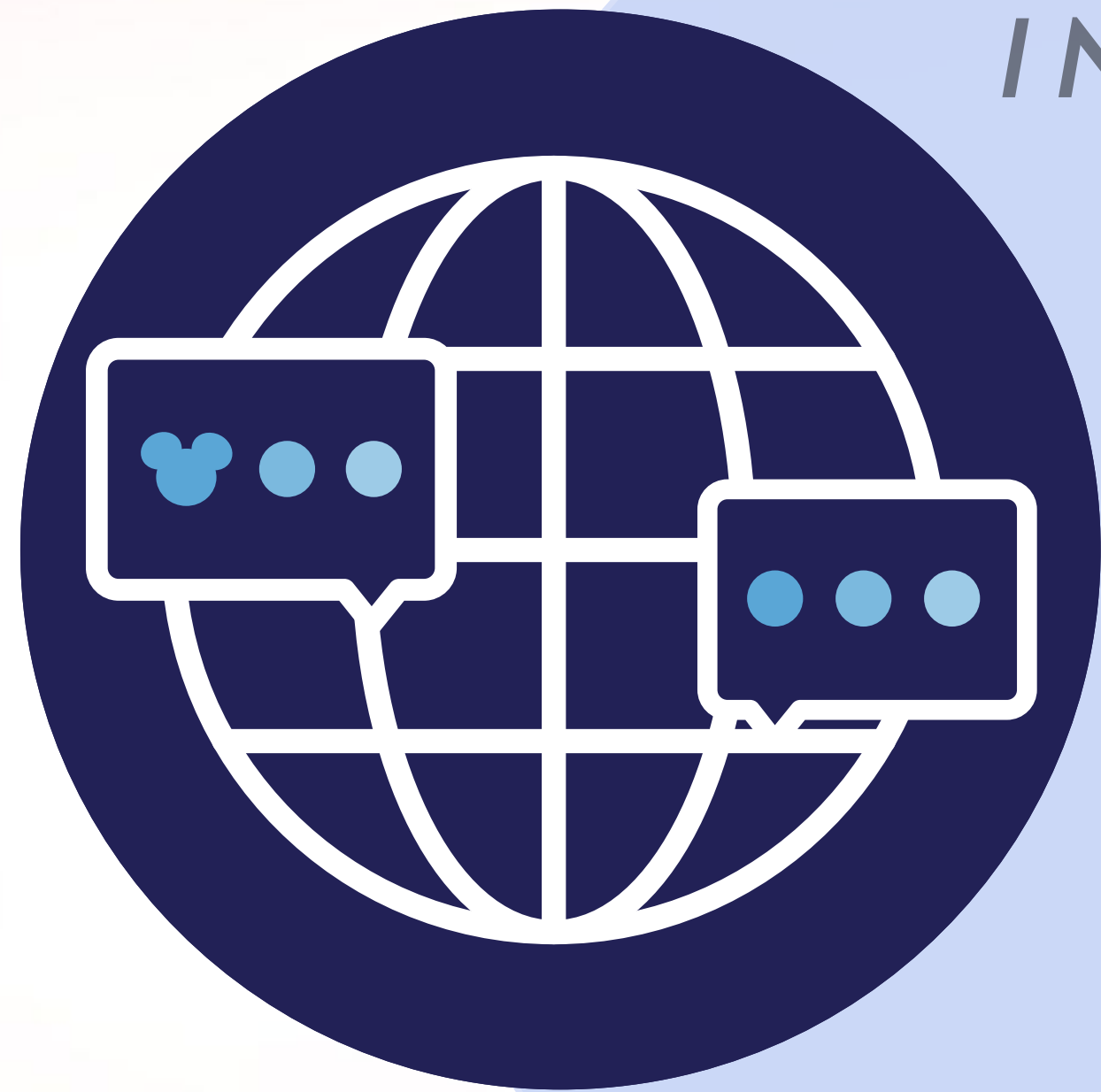








## *INSIGHT*



Identifying business opportunities is guided through the actions of leaders.







“Be **AMBITIOUS!**”

**BOB IGER**

Former Chief Executive Officer  
The Walt Disney Company

**SCOTT  
TROWBRIDGE**

Creative Executive for  
*Star Wars: Galaxy's Edge*  
Walt Disney Imagineering









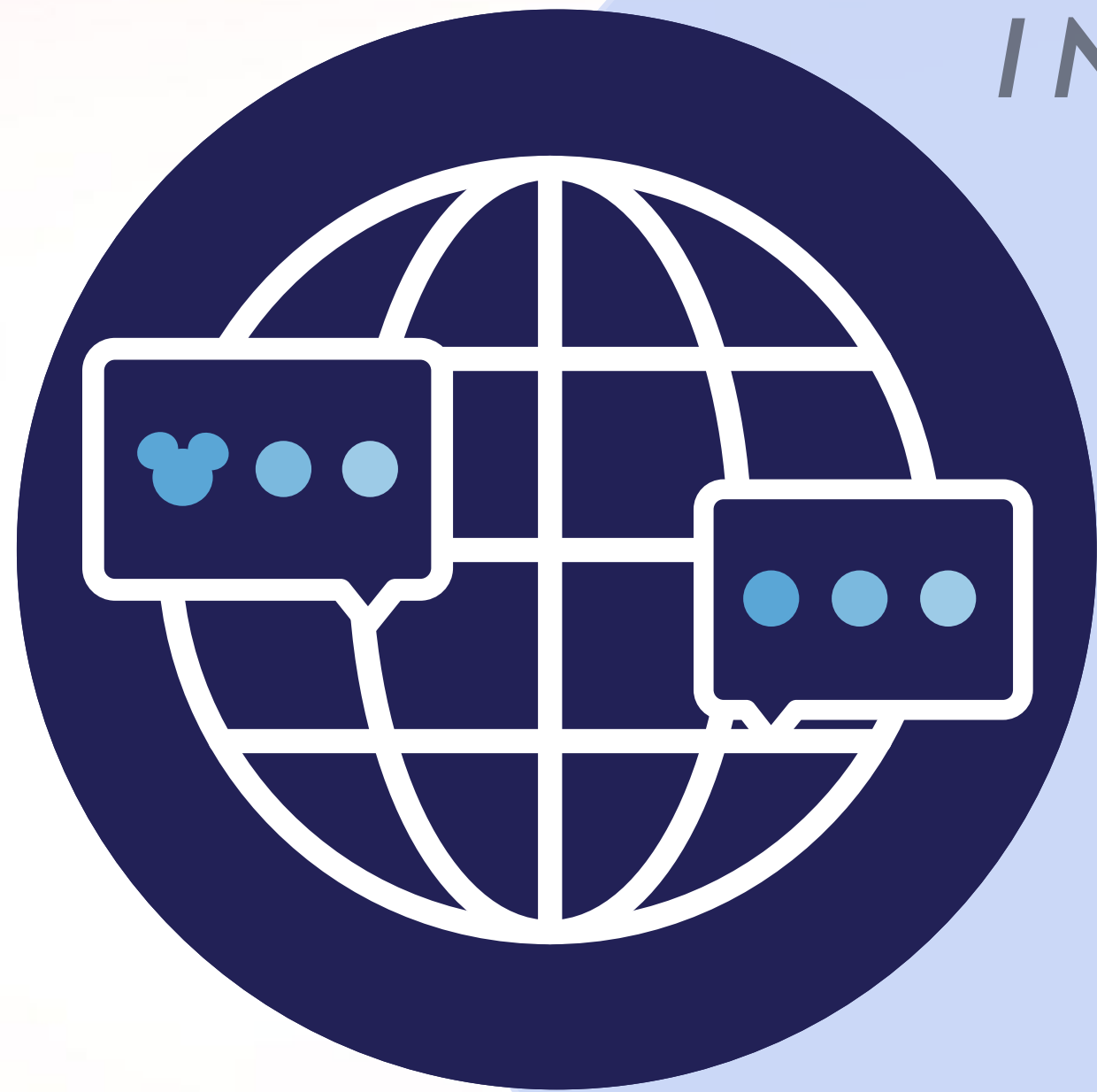






## *INSIGHT*

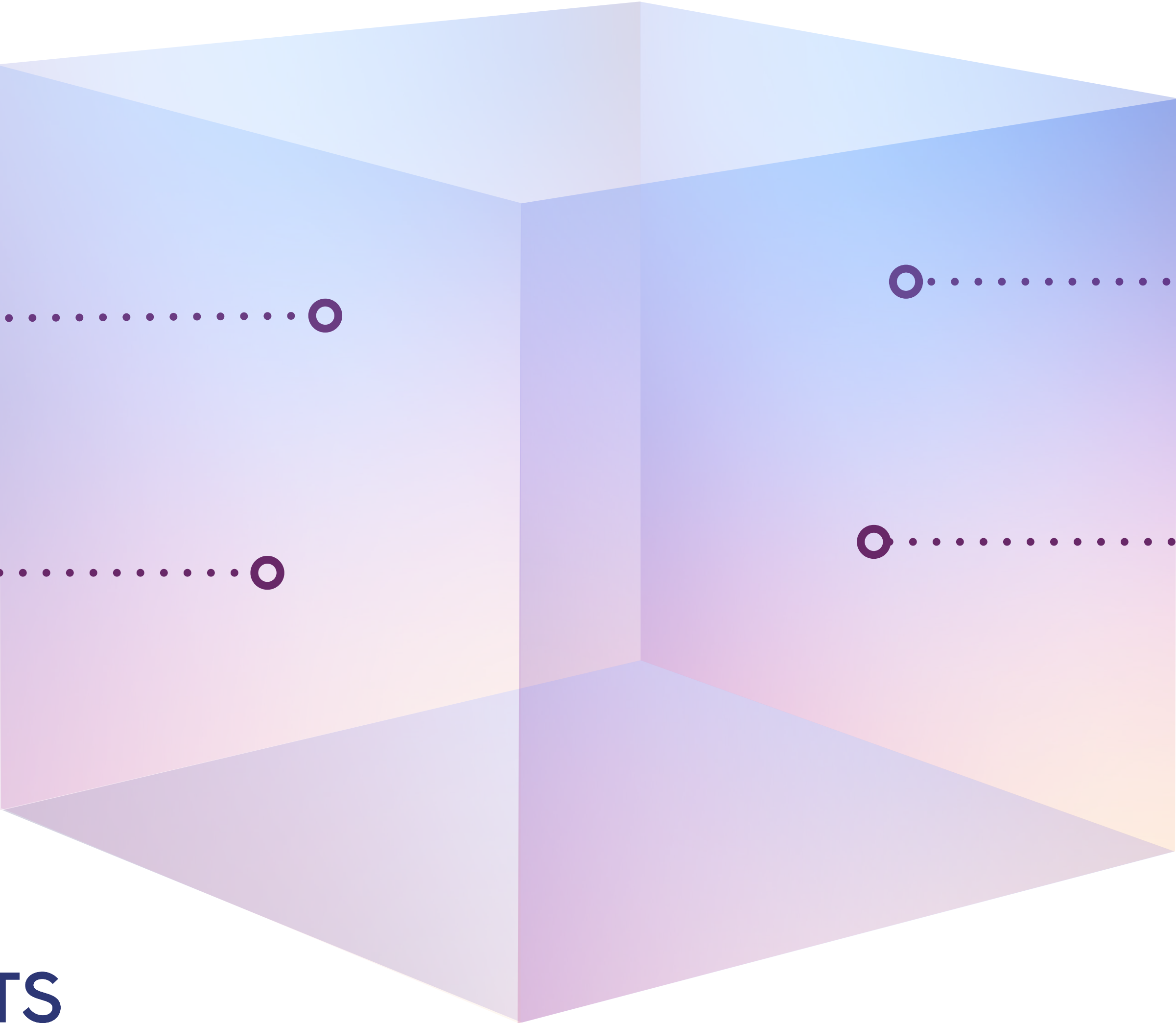
Creativity thrives when individuals and teams are empowered to ideate within set parameters.





**CUSTOMER  
NEEDS AND WANTS**

**NON-NEGOTIABLES**



**BUSINESS  
REQUIREMENTS**

**GUIDING  
PRINCIPLES**



# ADAPT AND APPLY DEFINE THE PARAMETERS



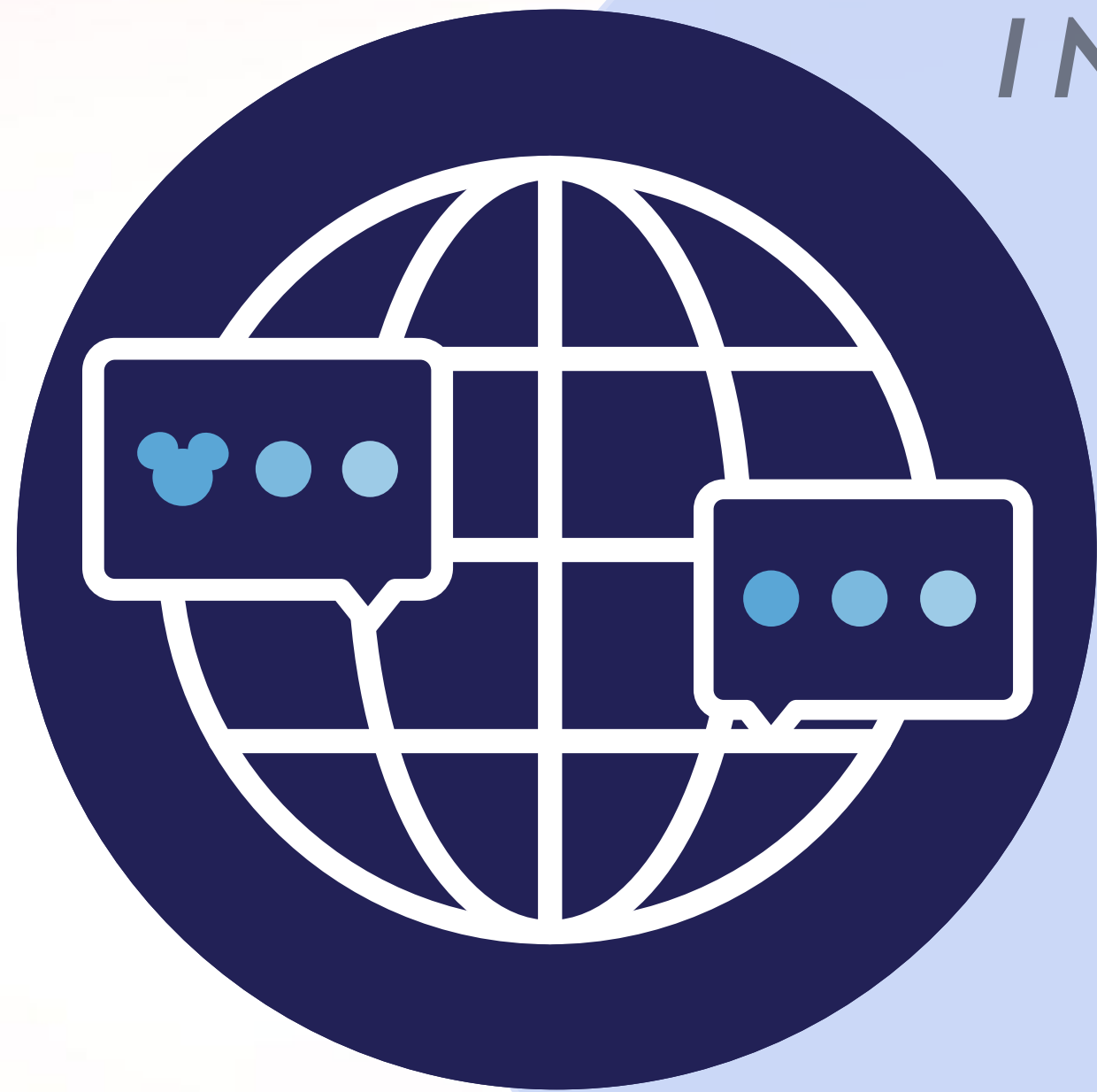






## *INSIGHT*

**Business value and economic reality are important filters for creative decisions.**





# BUSINESS VALUE AND ECONOMIC REALITY CRITERIA

- Revenue potential and customer satisfaction
- Implementation cost, time, and resources needed
- Organization capabilities and brand reputation
- Industry and/or market conditions



# FOOD & BEVERAGE



# DISTINCT THEMING



# CAST MEMBERS





























LUNCH ✨ ✨



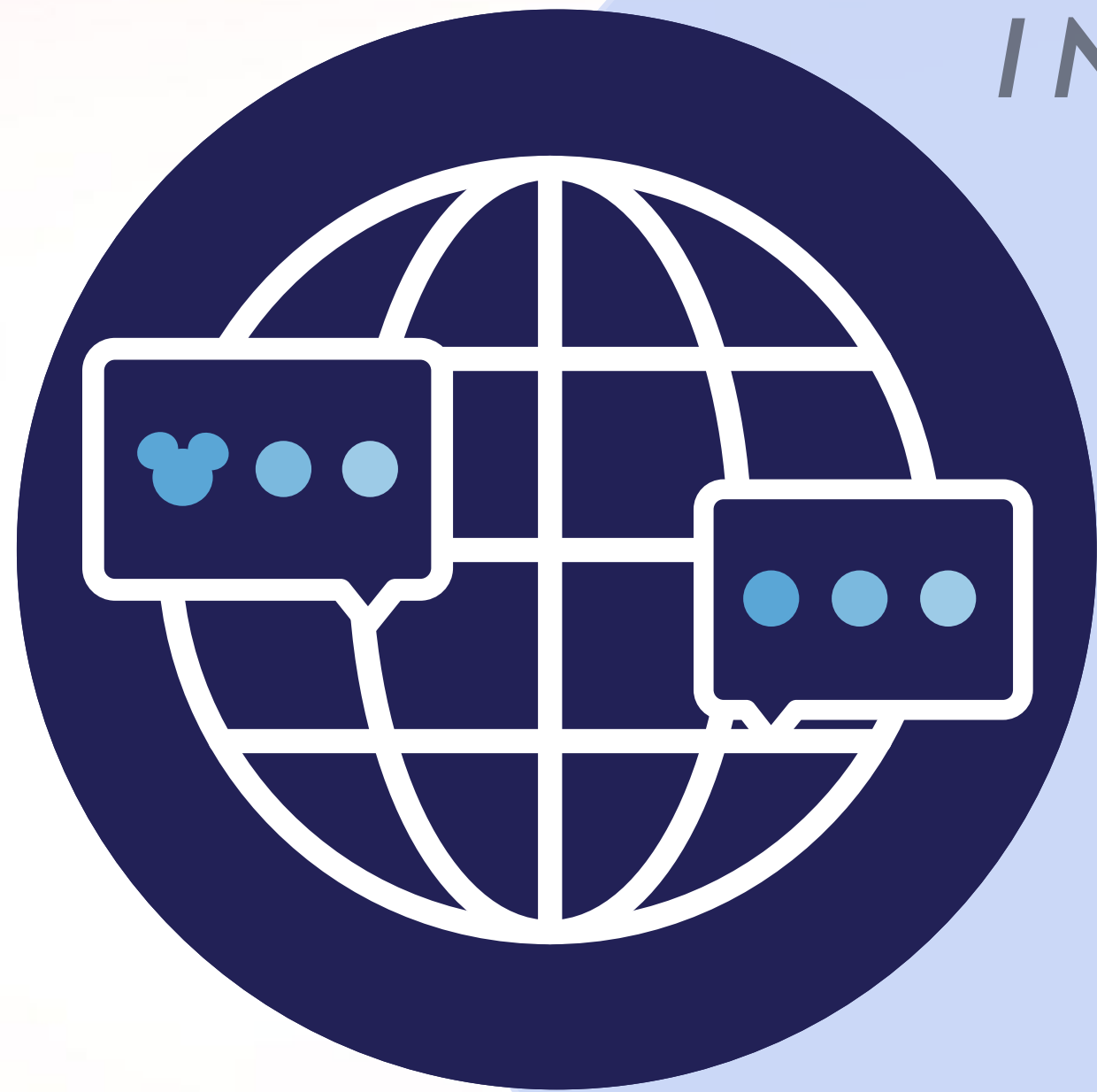






*INSIGHT*

Creative ideas need  
intentional refinement.























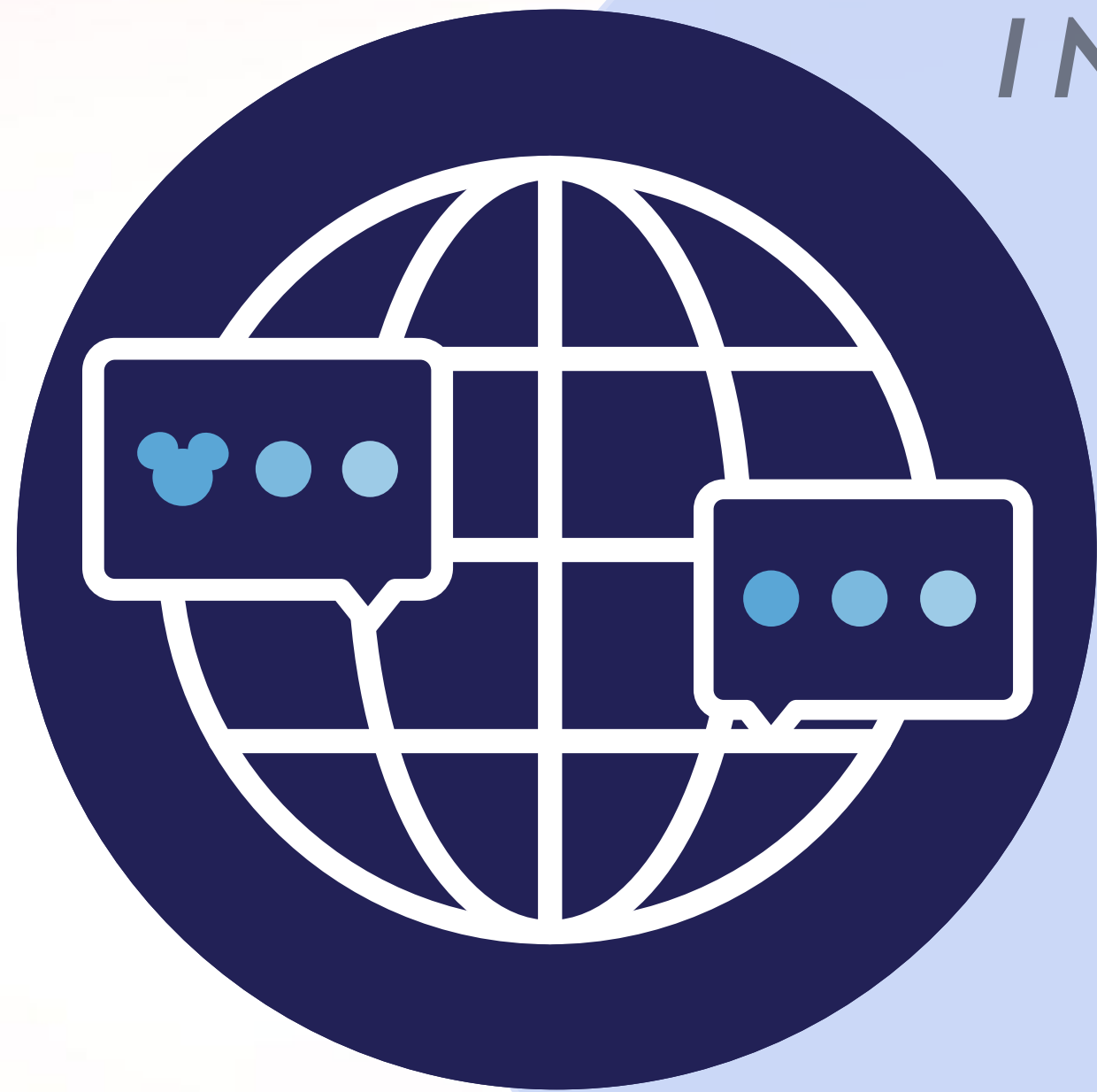






## *INSIGHT*

Leaders must be actively engaged throughout the duration of a project to ensure the creative vision is executed.









# TELL STORIES





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# ACTIVITY







# ALIGN STAKEHOLDERS





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# ACTIVITY





**RESISTANCE**



**SCOUNDREL**



**FIRST ORDER**



# AFFILIATIONS

- Adventurous
- Bring order to chaos through might
- Bring order to chaos by working together
- Clever
- Controlling
- Courageous
- Dedicated
- Determined
- Entrepreneurial

- Feisty
- Formidable
- Headstrong
- Hierarchical
- Hopeful
- In chaos is opportunity
- Independent
- Individualistic
- Opportunistic
- Optimistic

- Order
- Organized
- Power-seeking
- Realistic
- Resolute
- Romantic
- Scrappy
- Structured
- Unwavering
- Wily



## RESISTANCE

- Bring order to chaos by working together
- Courageous
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## SCOUNDREL

- In chaos is opportunity
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## FIRST ORDER

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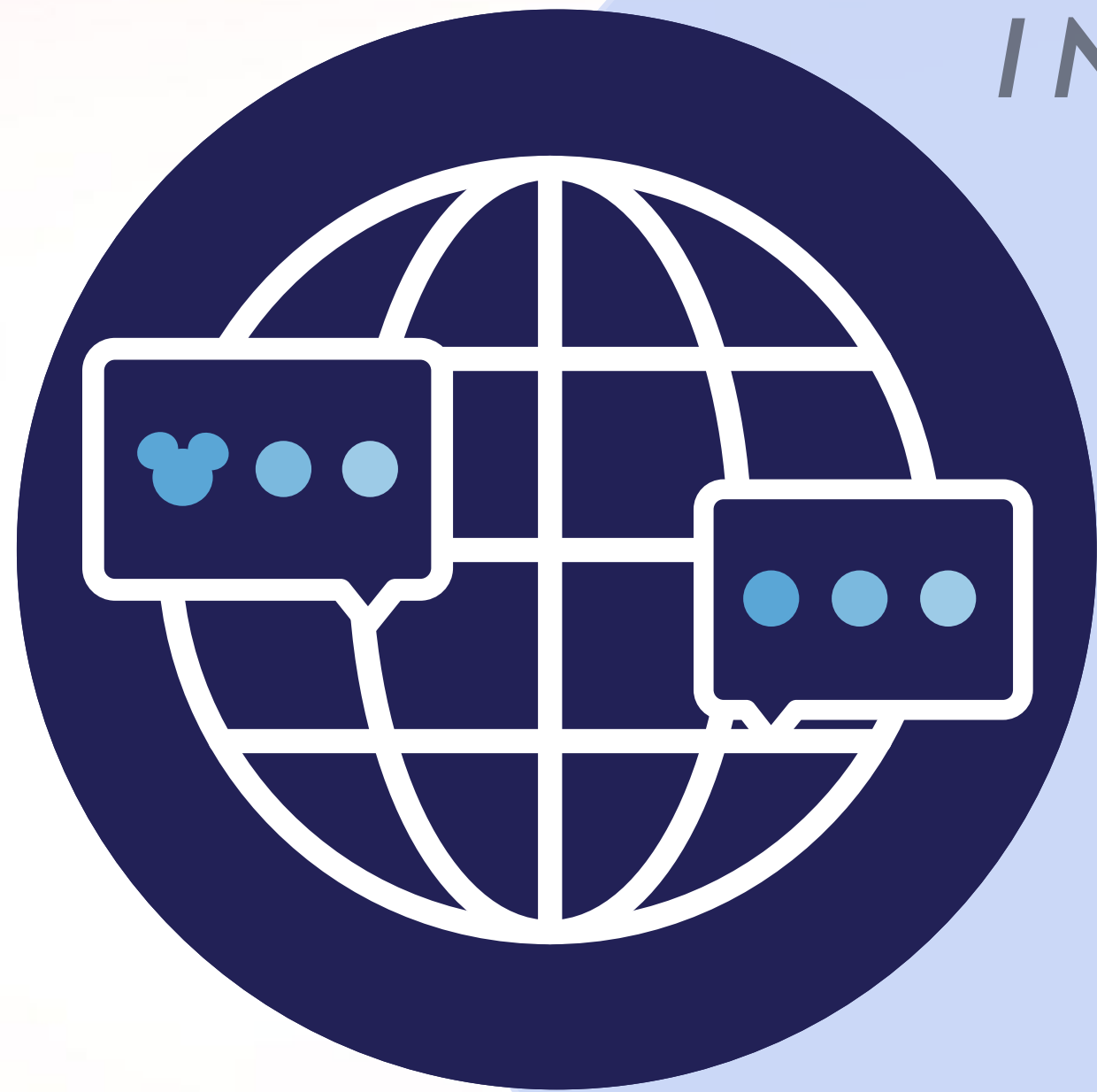
# EMPOWER PEOPLE





## *INSIGHT*

Evaluation of an idea's implementation is necessary to guide future creative efforts.











FIELD EXPERIENCE



**BREAK** ✨ ✨ ✨







FIELD EXPERIENCE DEBRIEF



ADAPT AND APPLY

# BEYOND THE STANDARD









## PROGRAM THESIS \_\_\_\_\_

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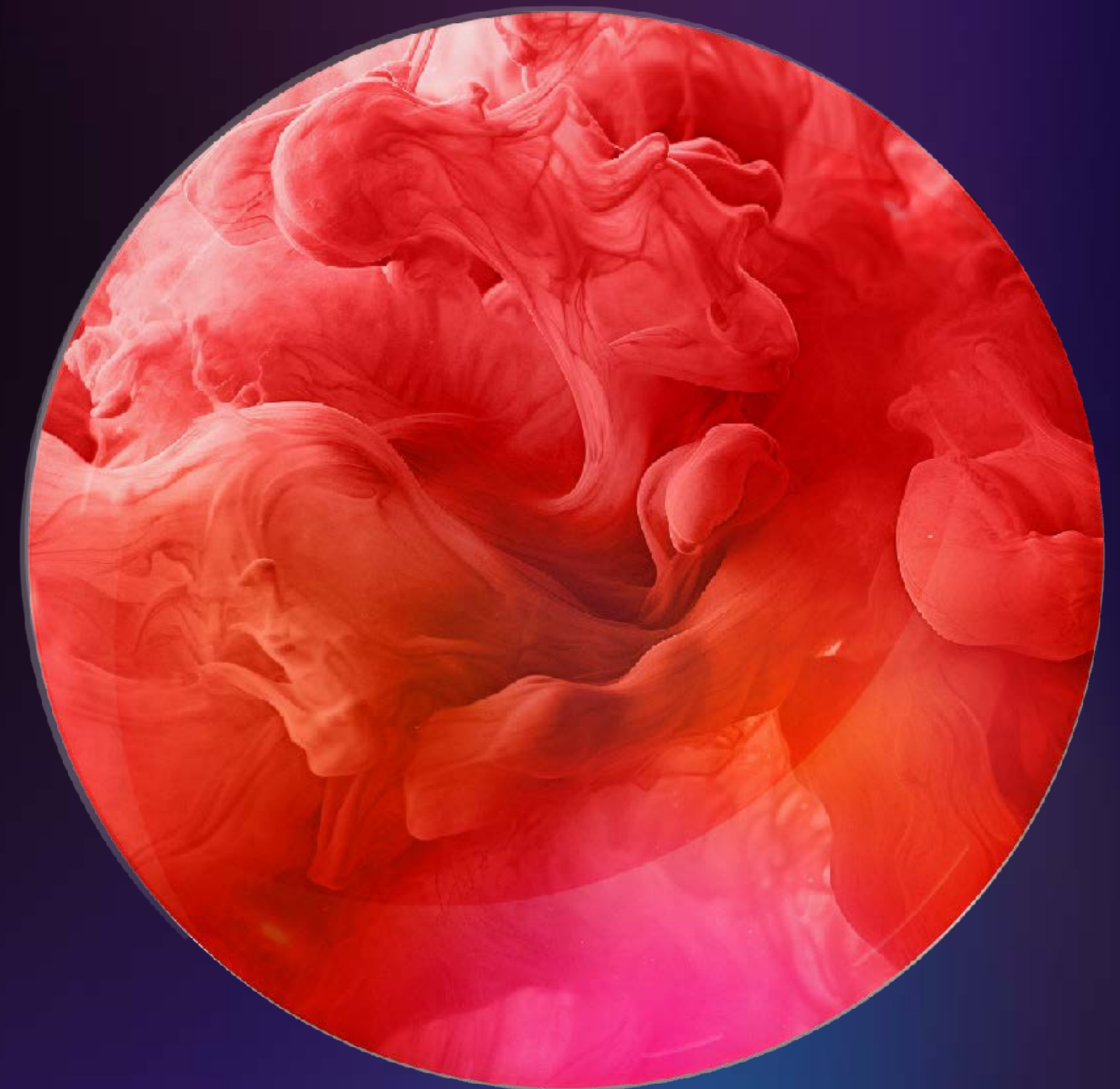


*WHAT IF?*  
MINDSET



LEADERSHIP  
ORCHESTRATION

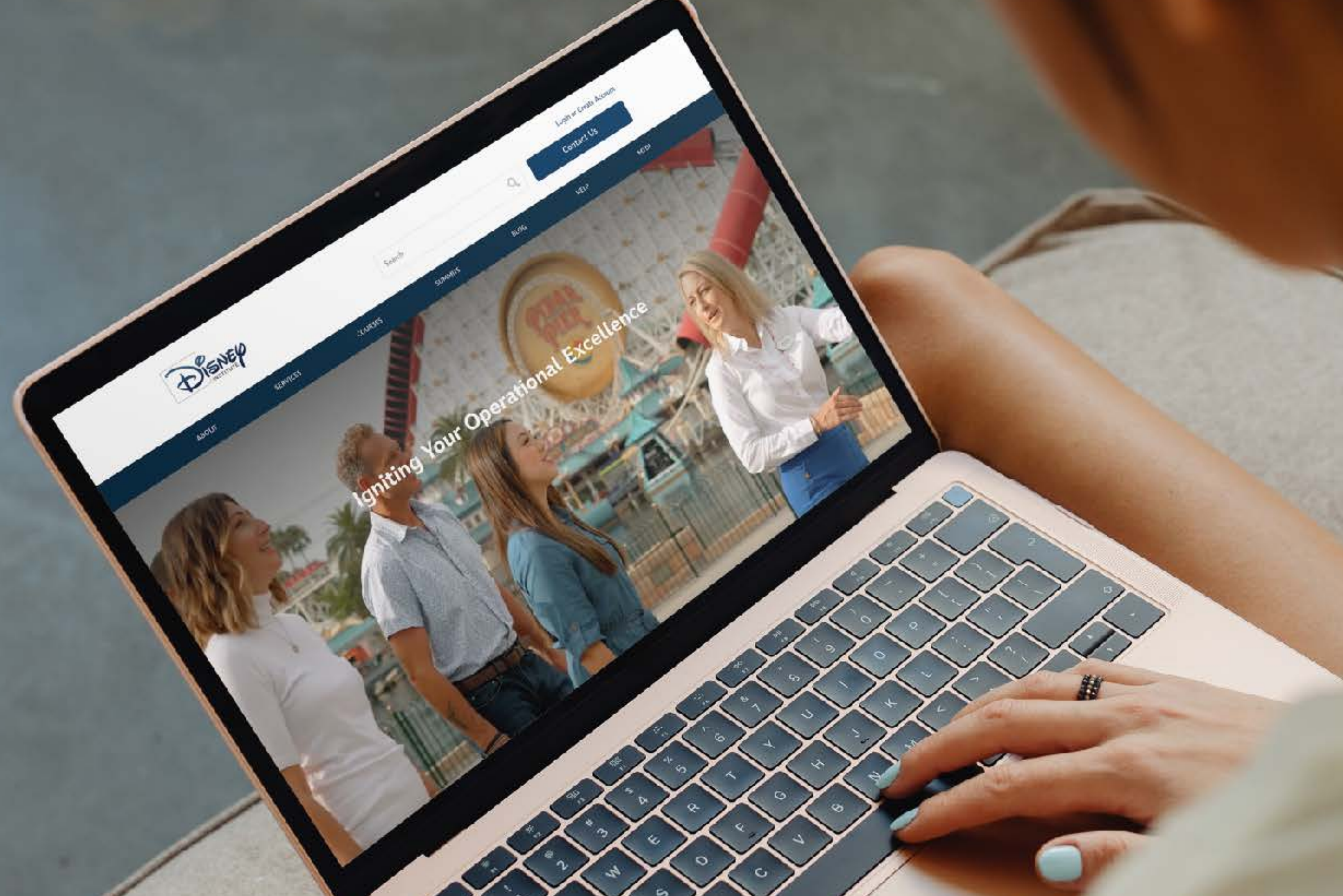
*YES, IF...*  
SENSIBILITY











CONNECT WITH  
**DISNEY INSTITUTE** \_\_\_\_\_







DISNEY'S APPROACH TO  
**CREATIVITY** ✨ ✨ ✨  
**IN BUSINESS**