

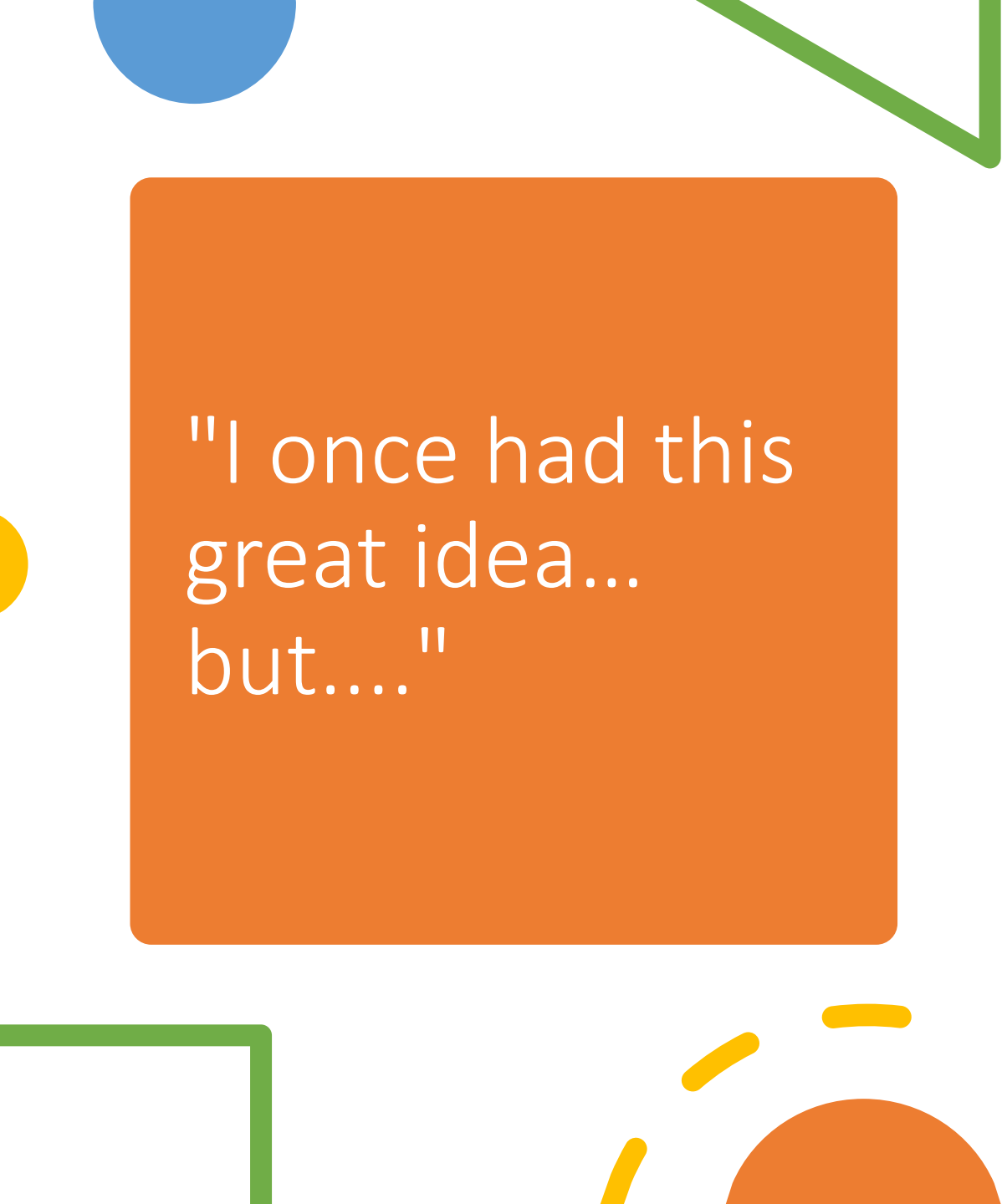


# The Disney Strategy For Success

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Dreamer, Realist and Critic






"I once had this  
great idea...  
but...."

***How many dreams have you shut down...  
and never followed through on ?***

Such as... *I'm going to ...*

- *Build a a team*
  - *Have enough to retire to a place on the water*
  - *Start my own Real Estate Office*
  - *Make a big change in my personal life*
  - *Start a charity and make a difference for others*
  - *Pay off all of my bills*
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# Too Big an Undertaking?


*Did the dream seem like too big of an undertaking...or just unclear thinking?*

*Many of our great plans or undertakings come to nothing because of how we think rather than because our plans are too stretching or are merely day-dreams.*

*If we use a muddled, unclear approach the dream can appear overwhelming and so big that it's quickly dropped. But if we use the Disney Strategy to think things through in a strategic and systematic manner this makes things clear, manageable and practical.*

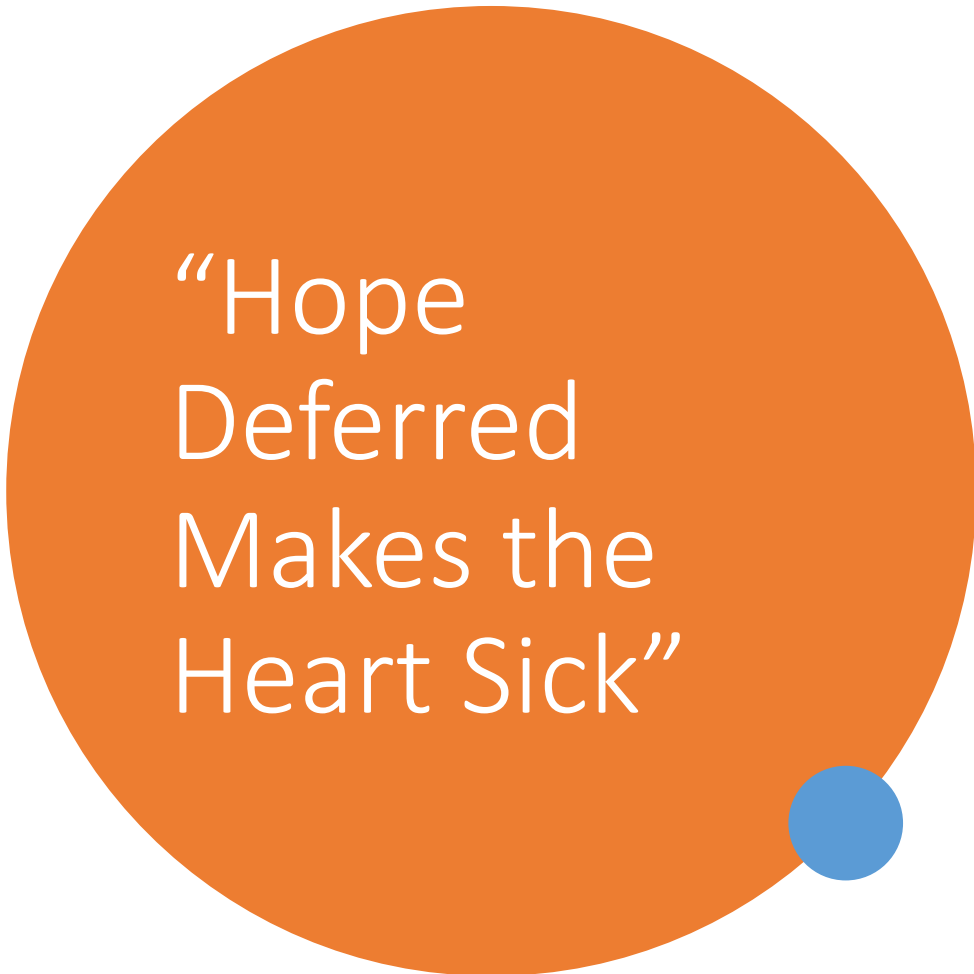
***(Think Small Sweet Steps)***





**Why do we not take action? There can be many reasons for this apparent self-sabotaging or negative thinking:**

- We've been taught as children not to have high hopes – and to 'know your place'
- We did have great hopes at one point but we buried them in being so busy they came to nothing.
- We've failed in the past and decided that was that – never again!



“Hope  
Deferred  
Makes the  
Heart Sick”



# Follow a Proven Recipe for Success

Let's pretend you want to prepare a spectacular meal for family or friends. But you don't like recipes finding them much too confining. So you throw everything in a pot, heat it up and then serve the resulting mess.

Although it's unlikely to be well received, this doesn't mean that you're a poor cook – just that you haven't followed a recipe.

So let's say that, instead, you decide that just this once you'll carefully follow a recipe. So you cook the ingredients in a specific order which brings out the individual flavors and textures. Result: delightful meal – but made by the same cook.

**So, when it comes to turning your dreams into reality, what may appear to others to be negative-thinking or self-sabotage or a lack of determination is often simply the result of muddled and unclear thinking – the result of not following the right recipe.**

# Background to the Disney Strategy

- The strategy was devised by Todd Epstein and Robert Dilts, two NLP (Neuro-linguistic Programming) trainers, They modelled the method used by Walt Disney to turn his ideas into reality.
- They recognized that Disney used three types of thinking – day- dreaming or fantasizing, planning, and being constructively critical.
- What was different about Disney's approach is that he subjected his great ideas to these styles sequentially whereas most people use all three styles at the same time – producing unclear, confused and muddled thinking that frequently results in great ideas being jettisoned.



# *Blue Sky Dreaming*

What are your Blue Sky Ideas? In Walt Disney Imagineering, the term “blue sky” refers to a time in the concept phase of project development when all constraints (physical, practical, budgetary, etc.) are ignored and ideas are able to flow. Imagineers are allowed to dream the impossible, follow their heart and imagine like a child. While some ideas never leave the “blue sky” phase, others become amazing feats of Imagineering lived out in Disney Parks around the globe.

Could you...

Have closing packets delivered by drone?

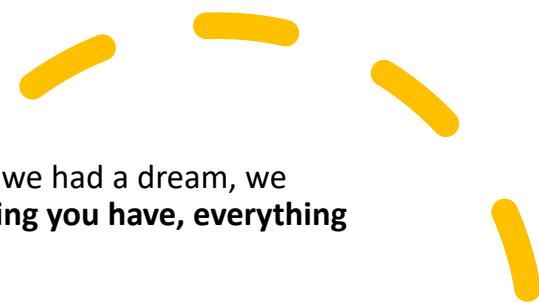
Open an orphanage in India?

Visit the Titanic?


Pay for a vacation for your entire family?

Have a second home on the ocean?





# #1-THE DREAMER- GET YOURSELF A DREAM!



Dreaming is something we are not used to doing! Or if we had a dream, we talked ourselves out of it. **Everything you own, everything you have, everything you have achieved was once a dream.**

- The dream can be anything you wish... something you'd like to achieve, a change you'd like to make in your life or your work or profession, or personal change such as improving your fitness or health.
- Make sure it's something that is quite stretching i.e. it requires you to move into your Stretch Zone. (Why waste a wonderful technique such as the Disney Strategy on a mediocre goal...get come up with a big juicy one like \_\_\_\_\_. Dream as if you had no time or money constraints.
- A DREAM BOARD can help you connect with your dreams. By simply selecting pictures or words that appeal to you, the dream can become clear.

Dreamer: think of times when you were day-dreaming, fantasizing, or allowing your imagination to run free and unfettered. Relive one of those moments.



# How to Use the Disney Strategy

- You can use the Strategy on your own, is coaching others or with a team. These tips help make it work better
- Do it spatially i.e. stand in different locations for each of the thinking phases. This keeps the different styles of thinking separate. ***Get out 3 blank sheets of paper and put them on the floor.***
- If you are running the Strategy alone, do so aloud – when asking yourself the questions for each stage and when answering them.

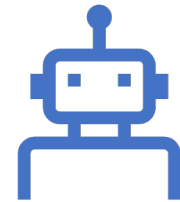
# Walk Through the Strategy

## THE DREAMER.

- Step onto the first piece of paper. Take a moment to reconnect with what it's like to imagine freely. Now think about the big picture of your 'dream'. Visualize it creatively and without inhibitions, as if anything is possible. Consider the benefits of achieving it.
- To help you think more clearly, if doing it alone, ask each question aloud and answer it aloud (for each of the stages).
- What do I want?
- What will I be doing – and where will I be doing it?
- When will I begin? Where? Why?
- What are the benefits of achieving this?
- What will this mean about me as a person?
- How will it benefit those who are close to me?

# #2-THE PLANNER OR REALIST

- Step into the location of the 2<sup>nd</sup> piece of paper. Connect with your 'planning mode' feelings. Now, acting as if the dream is fully possible and achievable for you, come up with a plan to make it a reality.
- Do this in a practical and realistic way. Aim to develop a detailed and manageable plan of action.
- How can I make this dream happen?
- What are the main chunks or sections of this dream? How do they follow one another?
- What steps must I take to make each chunk happen?
- Why is this step necessary? And this one? And this one?
- What resources (time, people, money, etc) do I need to make it happen?
- What will I see and hear that will be evidence that each chunk has been achieved?
- What will I see and hear that will be evidence that the dream has been achieved?



## #3-THE CONSTRUCTIVE CRITIC

Here you look for flaws and loopholes in the Plan as you act as the Constructive Critic. In Critic role you only interact with the Planner – not with the Dreamer. Aim to find weaknesses, pre-empt problems and ensure the success of the Plan – but leave the resolution of these potential weaknesses to the Planner.

# YOU HAVE NOW COMPLETED ROUND #1

- If it's a really big dream – a good stretching vision – it will probably require a number of cycles between Critic and Planner. That's great. It shows you're aiming to stretch yourself rather than going for something smaller and 'safe'.
- **Here's how to do this cycling**
- When you complete the Critic stage move back to the Planner location
- Now revise the Plan (but not the Dream) based on the Critic's comments
- Then go back to the Critic location and assess the revised Plan.
- Continue this cycling back and forth between Planner and Critic until you have a sound, workable plan. With big undertakings it may be useful to run the whole process every day or two for a week.
- And if you cannot come up with a sound Plan which the Critic 'approves of' you may need to go back to the Dreamer location and modify the Dream based on this cycling through. **But you only change the Dream when you're absolutely sure that a workable Plan cannot be achieved.**



## Are You Moving Forward?

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“Around here, however, we don’t look backwards for very long. We keep moving forward, opening up new doors and doing new things, because we’re curious... and curiosity keeps leading us down new paths.” – Walt Disney

