

How to Achieve Much More with Disney's Approach

In my childhood days, I love to watch the full length cartoons, Sleeping Beauty, Cinderella, Snow White to name a few. As an adult now, I have not grown tired at all watching these same cartoons. They make me feel so alive waking the *dreamer* in me. Walt Disney is a name in popular entertainment that needs no introduction. As a creative innovator in the cartoon industry, he has revolutionized the world through animation.

When we talk about Disneyland, any one, child and adult cannot help but feel excited about it. It is a place where one can be just oneself and release the child in us. It is a place of happiness. Even the thought of it can already make one feel inspired and believe that anything is possible. So how did Walt Disney create this magical land which gave memorable experience to both young and old?

Walt Disney employed a creative process when drumming up ideas. He loves to fiddle with new things and see how far their capabilities could be stretched. And then he would enhance it to produce something superior than the previous.

Walt would approach his ideas in three distinct perspectives...

Dreamer (visionary)

He would spend all day fantasizing, coming up with the most fantastic, absurd ideas he could.

Realist (pragmatic)

Then he would play the realist and try to engineer these ideas back to earth.

Critic (evaluative)

Next he would become the critic, and try to punch holes in all the ideas he had come up with.

The ideas that survived this process were the ones Walt would work on.

Do you recognise the Dreamer, the Realist and the Critic in You? Which character you feel most at ease with? And which character do you find most challenging?

It is important to don the three characters for success in any endeavours. Each character involves a certain thinking and action. You might be stronger in one or two character and weaker in the other. With self-awareness to recognize this, you can commit to cultivate and strengthen the skills for each character. And seek to integrate and find a dynamic balance between them.

Before launching any one idea, you can start by imagining yourself, one at a time, as the three different characters to rip apart and assess the idea you want to work on. Move back and forth with the character until you are fully satisfied that the idea is congruently covered on all areas and is ready for fruition.

In moving about with each character, you could reflect on some questions.

◆ **DREAMER - purpose is to employ creative imagination in a free and uninhibited manner**

What is possible?
What do I want to create?
What is the outcome I want to achieve?
What would inspire and excite me?
How would the creation make me feel?
Why is it important to me?
What is the purpose?
Suppose money was no object what would I do?
Suppose I have all the time, what would I enjoy doing?



◆ **REALIST - purpose is to connect vision to practical action**

What do I have at present? Talent, abilities, knowledge?
What resources do I need?
How can I make it happen?
What are the ways to fund it?
What is the plan?
Who are my collaborators?
How will I know if the goal has been achieved?
What skills and beliefs would help?
How would I enrol people?
What is the first practical step?

◆ **CRITIC - purpose is to critique positively and constructively and refine the idea**

What would make it better?
What are the drawbacks of this plan?
How will others respond to it?
What are the possible problems?
How will I conquer them?
What is missing?
Will it achieve what I set out to achieve?
How possible is this within the time frame?

You can achieve much more by employing this D.R.C. approach whether as an individual or working in teams.

To your everyday success!

Florence Lam, ACC
Executive Leadership Coach
www.DiscoveryLeadershipCoaching.com