

DISNEY PROCESS

1. Dreamers brainstorm ideal solutions. They use divergent thinking to conceive creative and radical ideas.
2. Realists use convergent thinking to review the ideas left by the dreamers. They select the best idea and construct a plan for it.
3. Critics review the plan made by the realists in order to identify weaknesses, obstacles or risks. They seek to improve the plan.

[HTTPS://ONLINE.VISUAL.PARADIGM.COM/KNOWLEDGE/DISNEY-CREATIVE-STRATEGY/WHAT-IS-DISNEY-CREATIVE-STRATEGY/](https://online.visual.paradigm.com/knowledge/disney-creative-strategy/what-is-disney-creative-strategy/)

COMMON CREATIVITY BLOCKERS AND HOW TO FIX THEM

- ✗ **Getting critical too fast**
Force yourself to have bad ideas first. Realize that the really good ideas usually come out afterwards
- ✗ **Not enough material**
Go back and research, go out into the field test a few things out first, collect real data to you can make connections
- ✗ **Poor time managemnet**
Carve out more time so the ideas can come, or try a shorter session to add time pressure, depends on the situation
- ✗ **Getting lost in the mental threads**
Talk out loud or journal it out. Get your internal dialogue out and regulate it . Periodic resets are needed as well

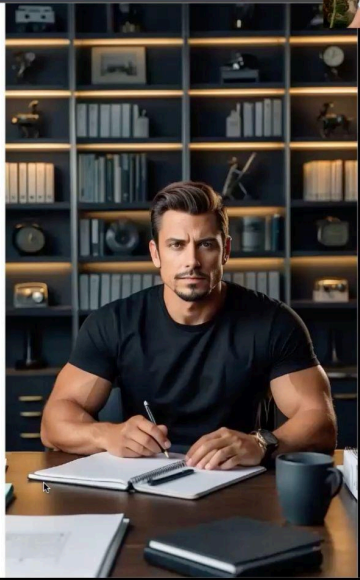
Press **esc** to exit full screen

Beautiful.ai | Real World Portal

beautiful.ai/player/-Nq7pQTVvOdIDAJ_vM2/Unleash-Creativity

BRAINSTORMING STRATEGIES


- 1 Sketching diagram of process**
Map it out to figure it out
- 2 Free Flowing Word association**
What words come to mind when I think of my avatar's dream state GO!!
- 3 Forced Connections**
What does my problem have in common with a candle?
- 4 Roleplaying**
Let's imagine I'm the prospect going through my day and checking my inbox.
Let's imagine I was performing this task 1000 years ago, or 1000 years in the future.
- 5 Compare/Contrast with an Analogous area**
How is cold email outreach like finding a book at the library?
- 6 Reverse thinking.**
How can I make this headline as bad as possible?
- 7 Extra constraints.**
How would I do outreach if I could only use one line?



09:24

ASSIGNMENT

- 1** Run a brainstorming session around a current project or problem
- 2** Use one or more of the brainstorming methods from the call
- 3** Go through the Dreamer, Realist and Critic Processes
- 4** Implement solution if possible
- 5** Share your experience, insights, and solution in the Agoge-Assignments-Chat



Project, is doing marketing to a Heavy metal band (don't have a clue af how do do it)

How does my problem have in common with a new book?

I don't know the information inside the book, I have to go over the book in order to apply what the book teaches. I need to use an incentive in order to go over the book and complete it. Same with this situation. I need to learn more about the industry and analyze top players in order to have an idea of what I should do. Also I need to close the client first in order to have the money and the time conscientious pressure as an incentive to cover it and do a good market research.

Free world flow association: Demo, short format videos, social media, solid webpage, blog on tips and experiences, contact info, hyperlinks.

Dreamer process:

I can make a newsletter

I can create and design a website for my client (the heavy metal band) and charge in advance a 50% of the rate and get money now and incentive to go and work. (REALIST)

I can offer to create and manage social media profiles. (REALIST)

I can create trends and videos with the music to make it popular and skyrocket their fame

Realist process:

I can offer to create a website and charge 200 dollars and get 100 dollars in today. Then go ahead and go to WIX and create a website using the suggested templates and using the guide of professor Arno's and Professor Andrew's lessons, also by seeing top players in the industry and creating compelling content for the target audience. Then if it goes well I get my other 100 dollars and then offer to create and manage the social media profiles to get more money in.

Critic process:

They are not going to agree on paying 100 dollars from nowhere, they probably don't have the money. Use the qualification process to figure out their position first and if they are a good match, making sure they are not broke and they can pay me for the work. If so, make the offer, if not then don't work with them. Also, make sure to explain to them that a solid website requires them to pay extra for a premium plan and a domain, in order to make sure the expense for them doesn't go to high, you can offer the social media "package" included for FREE if they agree to the terms and conditions of the website "package".