

# The Walt Disney Strategy



## Dreamer

This is the vision, the 'big picture', the best we can be, all 'green lights', anything is possible.

If you could not fail – this is what you would get.

You can have anything you want, money, resources, optimum market conditions...

## Realiser

These are the steps you need to take to

Design the way to the vision.

Simply the steps – once again there are can have anything you need.



achieve the vision above.

no limitations, no constraints, you

## Critic

This is the phase of the process where the very valid questions about why things can't be done are asked.

Remember you are only criticising the Realiser phase - the steps to achieving the vision.

Find weaknesses, loopholes, drawbacks. Critique very seriously.

When you have identified things that cannot work then find alternative options, ways around them.



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## Process

### Part 1

Choose three different and appropriate locations for each of the 3 phases: Dreamer, Realiser and Critic.

### Part 2

- Be quiet for a moment to get a sense of your project, challenge or issue that you wish to work on. If you are in a group ensure everyone is clear about the challenge you want to work on. Ensure you have some means of recording your thoughts, approaches and ideas.
- First go into the Dreamer position.

Dream.

What is the absolute best it could be?

What if nothing could get in your way, nothing could stop you?

Discuss your thoughts with your partner or group. Build together.

- When you have that clear picture or vision or sense of the best that it could be move to your Realiser position

Plan out the steps/ideas/approaches which will achieve the dream.

Remember you are still able to do/have/acquire anything you need here.

There are no constraints.

Discuss with your partner or group, build on each others thoughts and suggestions.

- And then go to the Critic position.

Critique the steps/ideas/approaches.

Look at what might be in the way of making it happen?

Find another way around it.

Ask for ideas and suggestions from your partner or group if needed.

If you need to, cycle around from Critic to Realiser – as the Critic comes up with reasons why not, check they are valid and if necessary revise the Realiser steps.

....until you have a workable solution and the steps to achieve it.