



*“ I believe in being  
an innovator. ”  
- Walt Disney*

## Disney’s Approach to Creativity and Innovation

Though considered a global leader in creativity and groundbreaking entertainment, Disney continues to seek new ideas that will contribute to even greater success. In this program, Disney shares methods that can be employed immediately and with little to no cost to maximize the rich resources every organization already has – their people! Disney understands that engaging and encouraging the imaginative power of employees creates a lasting competitive advantage and maximizes an organization’s potential.

### PROGRAM BENEFITS

Founded upon the principles of creativity and innovation, Disney continues to foster and organize the creative energy of its employees with great success. In this course, you will learn techniques to capitalize on the diversity and depth of your workforce and how to unearth fresh sources of new and innovative solutions to everyday business challenges. You gain the skills to analyze your own organization and create customized action steps to maximize the flow of creativity.

You will learn how to:

- Apply time-tested Disney concepts and practices to increase creativity and innovation
- Develop a collaborative culture within your organization
- Use your organizational identity to encourage and enable creative decision making
- Encourage risk taking with a strong, well-communicated organizational identity.
- Improve business results through structural systems that bring innovations to life
- Recognize and nurture the important links between leadership, creativity, and innovation

### WHO SHOULD ATTEND

Anyone interested in Disney best practices for inspiring greater creativity and innovation at employee and organizational levels to capture and leverage the creative potential in his/her organization.



## PROGRAM CONTENT

### Collaborative Culture

A successful collaborative culture is built upon genuine relationships among people – relationships that encourage everyone to share ideas honestly and without fear. What's the result? The generation of new and extraordinary ideas.

#### Learning Objectives

- Examine key components that make up a collaborative culture.
- Discover the steps to implement and nurture a collaborative culture.

### Organizational Identity

How can employees move forward if they don't know the direction they're heading? Disney is committed to defining and communicating an organizational identity that lets our Cast Members know who we are, what we create, and the people we are creating it for. Defining and understanding your own organizational identity helps establish parameters, focus creative energy, take calculated risks, conserve resources – and reach your goals.

#### Learning Objectives

- Establish the importance of organizational identity and the four components that define it.
- Discover techniques Disney uses to continue honing the development of its organizational identity.
- Understand how a strong, well-communicated identity aids effective risk taking.

### Structural Systems

Structural systems establish a process by which new ideas are evaluated and put into practice. Having a strong system in place enables creativity and innovation to come to life!

#### Learning Objectives

- Understand the key components of structural systems used at Disney to turn creative ideas into innovative products, services, and business solutions.
- Explore Disney's continuous improvement processes and the importance of sharing learnings across the organization.

### The Leader's Role

It's widely understood, in any well-run organization, that the responsibility for success belongs to everyone. Every member of the team must be committed to the organizational identity, understand and work within the structural systems that enable innovation to happen, and be an inspiration to others. Disney encourages Cast Members to take a personal leadership role and have a positive influence on the organization now and in the future.

#### Learning Objectives

- Learn the critical role every employee plays as a leader in fostering an environment in which creativity and innovation can flourish.
- Discuss methods for strengthening the links between effective leadership and an organization's ability to continually reinvent itself.