This highly experiential program will provide insights into a leader’s role in creating and supporting an environment that stimulates and encourages creativity within a team, as once modeled by Walt Disney.

This program focuses on creativity as The Walt Disney Company defines and utilizes it to drive our business success. At Disney “we keep moving forward, opening new doors, and doing new things…” thanks to the creative legacy left by Walt.

This immersive experience allows participants to discover the concept of “creative discontent” by examining part of Walt Disney’s own creative journey.

After defining four critical cultural elements necessary to the creative environment, students challenge themselves at the “Opportunity Wall.”

With these elements at the forefront, participants engage in a brainstorming session built on a challenge chosen by their team. They experience the value of ensuring creative environment elements are in place in order to drive a team towards success.

Each stage of the experience and every discussion leads students towards an evaluation of their own creative approach to achieving a shared vision, whether at their school or in their future.

After completing Design Thinking – Disney Style, participants will be able to:

- understand the Disney concept of Creative Discontent, and how it spurs our creative process
- articulate Walt Disney’s approach to developing and maintaining a creative team
- share four critical environmental elements that a leader must provide for a truly creative team to thrive
- structure a creative environment when addressing challenges
- examine a team, club, or organizational environment to identify creative elements in place, and those that need to be implemented to maximize potential