

# DISCIPLINED DREAMING

## A Proven System to Drive Breakthrough Creativity

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**MAIN IDEA**

Most companies already have systems in place which dictate pretty much everything that needs to get done – from taking out the rubbish to how products get made. That’s all well and fine from an efficiency perspective but the one single factor which more than anything else separates the winners from the also-rans is creativity. It’s vital that companies demystify creativity and put a methodology in place which can be used to nurture and grow everyone’s creative capacity.

In a research project during which two hundred highly successful people were interviewed, it became clear they all considered creativity to be a critically important factor in their ongoing success. Simply put unless you can offer something different and compelling, you won’t stand out, and the key to coming up with that distinctive edge is to be able to think creatively.

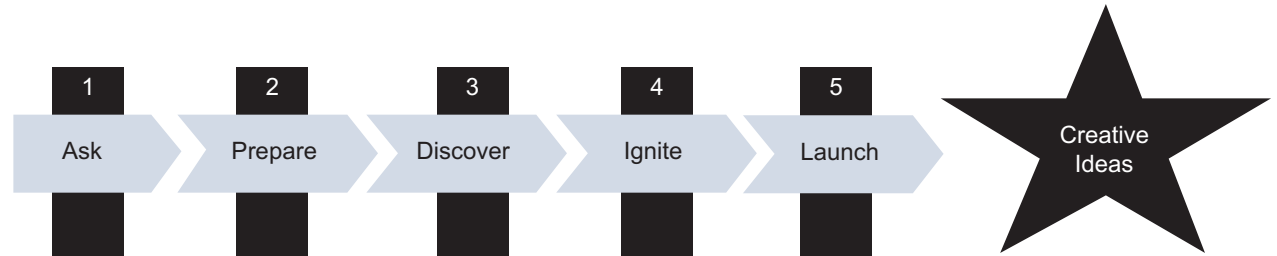
*“What most businesses and individuals lack isn’t raw talent. What they lack is a system to unleash it. Even organizations who have systems for nearly every aspect of their business, from answering the phone to setting the security alarm, have no system for developing and managing creativity. The most important thing a company can do is thus left to happen by chance. Managers take creativity for granted, yet wonder why they are not achieving growth and success. I developed the Disciplined Dreaming system to give creativity its own place and practice, to provide everyone in the organization a structure for developing his or her own creative ideas, and to bring creativity back to the heart of the business – where it belongs.”*

– Josh Linkner

**Disciplined Dreaming**

- 1 Ask
- 2 Prepare
- 3 Discover
- 4 Ignite
- 5 Launch

**The 5-Step Methodology of Disciplined Dreaming**



**Step 1 – Ask** . . . . . Pages 2 - 3

To begin the Disciplined Dreaming process, develop a written Creativity Brief which articulates the situation at hand and the creative idea you’re trying to come up with. The Ask phase involves posing questions, exploring possibilities and using your curiosity to fully engage your organization’s creative thinking capacities.

**Step 2 – Prepare** . . . . . Page 4

Athletes and musicians warm up so they can perform well. You need to do something comparable if you aspire to generate creative ideas. Start by clearing away the myths and pitfalls to the creative process first. Then prepare a physical environment that will provide the right atmosphere for creative thinking and go through your own warm-up routine.

**Step 3 – Discover** . . . . . Page 5

Next you explore every avenue that might lead to creative ideas. Break free of your usual approaches by purposefully looking through a different lens, identifying inflection points you can exploit, looking for ideas or patterns you can borrow from elsewhere or by turning your problem upside down and heading in another direction.

**Step 4 – Ignite** . . . . . Pages 6 - 7

In steps 1 - 3, you put a foundation in place for creative ideas to come to the surface. In this step, you let your ideas fly free. Begin generating some creative sparks by using Imbizo groups, the Hot Potato and the Wrong Answer techniques. You then take those sparks and mold them into fully formed ideas using the eight techniques of idea generation.

**Step 5 – Launch** . . . . . Page 8

The final phase of Disciplined Dreaming is where you once again connect your analytical mind to your creativity. This phase is all about putting your creative ideas into action. You do this by selecting your best idea or ideas, determining the key metrics for measurement and then building an action plan for bringing your ideas to life.

