
Disney Creativity and Innovation Course

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Disney Creativity And Innovation Course (44 contact hours)

Credit Recommendation: In the upper division baccalaureate degree category, three semester hours in creativity and innovation. (8/17)

The Disney Creativity and Innovation Course combines theory and experiential assignments to introduce students to the main concepts of creativity and innovation. It will explore their crucial importance to individuals, organizations, and the entrepreneurial process. Students will learn various tools to promote creativity within themselves and others, processes to increase innovation, how to contribute to a creative team, how to manage creativity, and how to establish a culture of creativity within an organization. As a result, students should have greater understanding of and appreciation for the creative/innovative processes and be better able to harness and direct those forces for themselves and others. This course prepares students to contribute in a unique and productive way to today's entrepreneurial and organizational demands.

Learning Objectives

After completing this course, the students should be able to:

- Develop new products, using "intersectional" thinking.
- Design an innovation, product, process or service utilizing key aspects of the innovative process.
- Demonstrate an understanding of the 7 Levels of Change.
- Evaluate the importance of creativity and innovation for entrepreneurial and corporate growth.
- Analyze and differentiate between the components of the creative person, process, product, and environment.
- Assess creative development and prescribe a plan of action to enhance the ability to think more creatively and foster innovation.
- Analyze major barriers to creativity and innovation in the workplace.
- Apply four primary tools for encouraging individual and group creativity.
- Identify primary management techniques which facilitate creativity and innovation.
- Describe ways an organization can encourage and discourage a culture of creativity and innovation.

Course Requirements

Attendance:

Attendance is required for all of the Disney College Program Creativity and Innovation: Gaining the Edge Course classes. This is an interactive course that requires each student's full involvement. All students will be allowed two absences (student does not need to call instructor). On the third absence the student will automatically be dropped from the course. Any absences will affect the student's final grade and students will be accountable for all material and assignments covered in that class.

Required Textbook and Materials:

Textbook (to be purchased prior to class)

Smith, R (2007). *The Seven Levels of Change: Different thinking for different results.* (3rd ed.). Reading, Pennsylvania: Tapestry Press.

Materials (covered by course fee)

Team Dimensions Profile v. 3.0.1 (1995). Minneapolis, Minnesota: Inscape Publishing.

Grading Policy:

Imaginary Interview.....	10%
Success Kaleidoscope.....	8%
Mind Map (in class).....	3%
Failure Resume (in class).....	3%
Observation Lab.....	8%
Group Experience using Creative Thought	
Enhancing Tools.....	8%
Creativity and Innovation Idea Journal.....	20%
Exam	15%
Final Group Presentation.....	15%
Attendance	10%

The Disney Creativity and Innovation Course is a pass/fail course. In order to earn a passing grade, you must receive an overall score of 70% or better.

Class Meeting	Enabling Objectives	Assignments to be Completed Prior to Class
Week 1: Nature of Creativity: Person, Process, Product and Environment (4 hours)	<ul style="list-style-type: none"> • Create a plan to counter the obstacles to creativity present in the participants’ lives. • Demonstrate methods for increasing creative flow. • Analyze the difference between creative and logical thought. • Recognize characteristics of creative individuals. • Explain the key elements of the creative thought process. • Identify primary components of creativity models. • Identify ways that the 7 Levels of Change approach relates to creativity and innovation. 	<ul style="list-style-type: none"> • None
Week 2: Nature of Innovation: Making the Idea a Reality (4 hours)	<ul style="list-style-type: none"> • Apply the innovation process to social, environmental, and political issues. • Analyze truths from myths regarding innovation. • Differentiate the key elements of Level 1 and 2 thinking: Effective and Efficient. • Analyze the difference between creativity and innovation. • Differentiate examples of divergent and convergent thinking. • Examine thought processes that help 	<ul style="list-style-type: none"> • Read Ch. 1-2 in 7 Levels of Change, Effectiveness and Efficiency. • Create journal entries (continuous).

Class Meeting	Enabling Objectives	Assignments to be Completed Prior to Class
	businesses innovate. <ul style="list-style-type: none"> • Discuss the benefits of ambidextrous innovation and the cross-pollination of ideas. • Identify key components of innovation. • Classify innovations by innovation type. 	
Week 3: Need for Creativity and Innovation in Organizations (4 hours)	<ul style="list-style-type: none"> • Create original games. • Recognize the importance and impact of creativity and innovation in organizations. • Appraise models of creative problem solving. • Apply divergent and convergent thinking to identify innovative opportunities in current world trends. • Discuss level 3 change and evaluate Sigma 1 change (levels 1-3). 	<ul style="list-style-type: none"> • Create an Imaginary Interview assignment. • Read Ch. 3 in text, Improving. • Journal entries (continuous)
Week 4: Assessing Your Personal Creativity and Ability to Innovate (4 hours)	<ul style="list-style-type: none"> • Critique the strengths and limitations of the primary methods of assessing creativity. • Assess areas of creative strength and areas for growth. • Distinguish methods for increasing risk-taking behavior. • Compare and contrast the benefits and limitations of intrinsic and extrinsic motivation. • Describe the primary elements of Level 4 change. • Describe methods for dealing with failure. 	<ul style="list-style-type: none"> • Read Ch. 4-5 in text, transitioning to Level 4 and Level 4-Cutting. • Create journal entries (continuous)
Week 5: Enhancing Your Creative and Innovative Abilities (4 hours)	<ul style="list-style-type: none"> • Design a solution for a problem using three thought enhancing tools. • Appraise the benefits of building a personal creative arsenal. • Apply creative thought enhancing tools to current world problems. • Identify key elements of Level 5 thinking: Copying. • Recognize how emotions influence creative flow. 	<ul style="list-style-type: none"> • Read Ch. 6 in text, Level 5-Copying. • Create a success kaleidoscope. • Create journal entries (continuous)
Week 6: Entrepreneurial Tools for Creativity and Innovation— Exploring the Intersection (4 hours)	<ul style="list-style-type: none"> • Create products using Johansson’s methods from The Medici Effect. • Create a mind map for a project you are working on, a decision you are trying to make, or a vacation plan. • Create a personal failure resume, including personal, academic, and career failures. For each failure, describe what you learned. • Evaluate the benefits of acknowledging and overcoming personal and organizational fears and failures. • Appraise how the “intersection” is an opportunity for innovation. • Differentiate directional and intersectional ideas. • Prioritize development of multiple innovations through use of diagnostic tests. • Identify and discuss methods to overcome barriers to innovation. 	<ul style="list-style-type: none"> • Create a mind-map. • Create a failure resume. • Group Experience using Creative Thought Enhancing Tools to solve a problem • Read Ch. 7-8 in text - Transitioning to Level 6 and Level 6-Different... • Create journal entries (continuous)

Class Meeting	Enabling Objectives	Assignments to be Completed Prior to Class
	<ul style="list-style-type: none"> Identify key elements of Level 6 thinking: Different. 	
<p>Week 7: Developing and Contributing to a Creative-Innovation Team (4 hours)</p>	<ul style="list-style-type: none"> Evaluate the benefits and challenges of maintaining creative teams. Appraise your primary personal approach to thinking and behaving on a creative team. Identify primary concepts of Level 7 change. Illustrate the difference between sheer conflict and creative abrasion. Define the five primary roles people play on innovative teams. 	<ul style="list-style-type: none"> Read Ch.9 in text – Level 7-Impossible. Create journal entries (continuous) Prepare for exam.
<p>Week 8: Observation Lab (4 hours)</p> <p>NO CLASS MEETING THIS WEEK. THIS WEEK'S CLASS (YOUR OBSERVATION LAB) IS COMPLETED AT DISNEY SPRINGS OR THE FLORIDA MALL</p>	<ul style="list-style-type: none"> Create a new merchandise location by combining elements of two stores. Evaluate areas of additional opportunity for each of the stores. Compare and contrast approaches, displays, merchandise, and service between the stores. Appraise applications of creativity and innovation witnessed in various stores. Criticize and rank the stores from most to least creative/innovative overall. 	<ul style="list-style-type: none"> Participate in the Observation Lab One per team. Create journal entries (continuous)
<p>Week 9: Managing for Creativity and Innovation (4 hours)</p>	<ul style="list-style-type: none"> Generate new concepts by participating in an Imagineering Design Activity. Evaluate the primary ways a leader encourages creativity and innovation. Appraise the primary ways a leader discourages and inhibits creativity and innovation. Assess the impact of time and pressure on a person's ability to be creative and innovative. Identify psychological dimensions and attitudes that impact a person's level of resistance or acceptance of change. Describe methods for sustaining motivation. 	<ul style="list-style-type: none"> Submit new retail concept and Observation Lab. Read Text Ch. 11, Getting Ready for Change-Individuals. Create journal entries (continuous) Prepare for final presentation. Turn in completed journal.
<p>Week 10: Evolving a Culture of Creativity and Innovation in Organizations (4 hours)</p>	<ul style="list-style-type: none"> Evaluate the Company's performance in each aspect of the organizational structure (hiring/recruitment, recognition/incentives, managerial/decision making and internal communication), in supporting the creative and innovative culture. Compare and contrast the key components of a creative organizational culture. Examine the unique challenges of sustaining creativity and innovation in an established organization. 	<ul style="list-style-type: none"> Prepare for the final presentation. List 6– 12 of your own experiences regarding structural obstacles to innovation and/or creativity in organizations you've been involved with (typed)
<p>Week 11: Group Presentations (4 hours)</p>	<ul style="list-style-type: none"> Design a presentation which creatively demonstrates innovation lessons from the course. 	<ul style="list-style-type: none"> Deliver group presentation including visual support and handouts.