
Disney Creativity and Innovation Course

Contact: College Program Education
Suite #703, Vista Way
P.O. Box 10000
Lake Buena Vista, FL 32830

Tel: (407) 827-1244
Fax: (407) 560-8899

Disney Creativity And Innovation Course (44 contact hours)

Credit Recommendation: In the lower division baccalaureate/associate degree category or in the upper division baccalaureate degree category, three semester hours in Management, Business Administration, Organizational Development, Hospitality Management, or Management Development. (2/08)

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:

- Differentiate between the creative person, process, product and environment.
- Explain the key aspects of the innovative process.
- Define the aspects of the "intersection" and its importance in innovation.
- Validate why creativity and innovation are important for entrepreneurial and corporate growth.
- Assess creative development and prescribe a plan of action to enhance the ability to think more creatively and foster innovation.
- Apply four primary tools for encouraging individual and group creativity.
- List major barriers to managing creativity and innovation.
- List primary management techniques to facilitate creativity and innovation.
- Specify ways an organization can encourage and discourage a culture of creativity and innovation.
- Explain the primary dimensions of the 7 Levels of Change.

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, Rolf (2007). *The Seven Levels of Change*. Reading, Pennsylvania: Tapestry Press.

Materials (covered by course fee)

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

Course Assignments:

- Complete specific weekly assignments which support the class content and help make a transition to the next week's content.
- One multiple choice test covering: theories, primary elements, and the main organizational tools of creativity and innovation
- Content and design of *Creativity and Innovation: Gaining the Edge* Journal
- Final group presentation

Grading Policy:

Weekly Assignments	25%
Creativity and Innovation Journal	20%
Exam	15%
Group Presentation.....	10%
Attendance	10%
Class Participation	20%

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
1. Nature of Creativity: Person, Process, Product and Environment (4 hours)	<ul style="list-style-type: none"> • Recognize characteristics of creative individuals. • Explain the key elements of the creative thought process. • Differentiate between creative and logical thought. • Identify methods for increasing creative flow. • Recognize obstacles to creativity. • Explain how 7 Levels of Change relates to creativity and innovation. 	<ul style="list-style-type: none"> • None
2. Nature of Innovation: Making the Idea a Reality (4 hours)	<ul style="list-style-type: none"> • Differentiate the key elements of Level 1 and 2 thinking: Effective and Efficient. • Differentiate between creativity and innovation. • Identify thought processes that help businesses innovate. • Differentiate truths from myths about innovation. • Recognize the benefits of ambidextrous innovation and cross-pollination of ideas. • Differentiate examples of exploratory and concentrated thinking. • Identify key components of innovation. • Classify innovations by innovation type. • Apply the innovation process to social, environmental, and political issues. 	<ul style="list-style-type: none"> • Read Ch. 1-2 in 7 Levels of Change, Effectiveness and Efficiency. • Create journal entries (continuous).
3. Need for Creativity and Innovation in Organizations (4 hours)	<ul style="list-style-type: none"> • Recognize the importance and impact of creativity and innovation on a variety of industries. • Describe models of creative problem solving. • Apply divergent and convergent thinking to identify innovative opportunities in current world trends. 	<ul style="list-style-type: none"> • Interview assignment: Interviewing the Creative/Innovative—write a one page imaginary “interview” and be prepared to give a two-minute summary highlighting your discoveries. (typed) • Optional: Read an article about whether Steve Jobs is innovative or creative. As a supplement, consider visiting the Apple Store. • Read Ch. 3 in text, Improving. • Journal entries (continuous)
4. Assessing Your Personal Creativity and Ability to Innovate (4 hours)	<ul style="list-style-type: none"> • Describe the primary elements of Level 4 change. • List strengths and limitations of the primary methods of assessing creativity. • Assess areas of creative strength and areas for growth. • Identify methods for increasing risk-taking behavior. • Describe methods for dealing with failure. • Identify and compare the benefits of intrinsic and extrinsic motivation. 	<ul style="list-style-type: none"> • Read Ch. 4-5 in text, Transitioning to Level 4 and Level 4-Cutting. • Journal entries (continuous)
5. Enhancing Your Creative and Innovative Abilities (4 hours)	<ul style="list-style-type: none"> • Identify key elements of Level 5 thinking: Copying. • Recognize how emotions influence creative flow. • Explain and use a variety of creative thought 	<ul style="list-style-type: none"> • Read Ch. 6 in text, Level 5-Copying. • Create a personal kaleidoscope for your successes to this point in your

Class Meeting	Enabling Objectives	Assignments to be Completed Prior to Class
	<p>enhancing tools.</p> <ul style="list-style-type: none"> Apply creative thought enhancing tools to current world problems. Identify the benefits of building a personal creative arsenal. 	<p>life.</p> <ul style="list-style-type: none"> Journal entries (continuous)
<p>6. Entrepreneurial Tools for Creativity and Innovation— Exploring the Intersection (4 hours)</p>	<ul style="list-style-type: none"> Identify key elements of Level 6 thinking: Different. Explain how the “intersection” is an opportunity for innovation. Differentiate directional and intersectional ideas. Identify and discuss methods to overcome barriers to innovation. Combine multiple concepts using Johansson’s methods from The Medici Effect. Use diagnostic tests to prioritize the development of multiple innovations. Recognize the benefits of acknowledging and overcoming personal and organizational fears and failures. 	<ul style="list-style-type: none"> Create a mind map that captures your working style and approach to something you are currently dealing with. Read Ch. 7-8 in text - Transitioning to Level 6 and Level 6-Different... Journal entries (continuous)
<p>7: Observation Lab (4 hours)</p> <p>NO CLASS MEETING THIS WEEK. THIS WEEK’S (YOUR OBSERVATION LAB) IS COMPLETED AT THE FLORIDA MALL.</p>	<ul style="list-style-type: none"> List applications of Creativity and Innovation witnessed in various stores. Identify areas of additional opportunity in each of the stores. Compare and contrast approaches, displays, merchandise and service among the stores. Rank the stores from most to least creative/innovative overall. Compare the experience between the formally and informally dressed Cast Members. Combine elements of two stores to create a new merchandise location. 	<ul style="list-style-type: none"> Journal entries (continuous)
<p>8. Developing and Contributing to a Creative-Innovation Team (4 hours)</p>	<ul style="list-style-type: none"> Identify primary concepts of Level 7 change. Define the five primary roles people play on innovative teams. Describe your primary personal approach to thinking and behaving on a creative team. Recognize the difference between sheer conflict and creative abrasion. Report on benefits and challenges in maintaining creative teams. 	<ul style="list-style-type: none"> Failure résumé: Below each failure, describe what you learned. (handwritten) Read Ch.9 in text – Level 7-Impossible. Journal entries (continuous) Prepare for exam. Complete Observation Lab (handwritten) plus group photos – one per team. Be prepared to discuss your Observation Lab.
<p>9. Managing for Creativity and Innovation (4 hours)</p>	<ul style="list-style-type: none"> Identify personality functions and attitudes that impact a person’s level of resistance or acceptance of change. Define the primary ways a leader discourages and inhibits creativity and innovation. Weigh the impact of time and pressure on a person’s ability to be creative and innovative. Define the primary ways a leader encourages creativity and innovation. Describe methods for sustaining motivation. 	<ul style="list-style-type: none"> Read Text Ch. 11, Getting Ready for Change-Individuals. Prepare for final presentation. Turn in completed journal
<p>10. Evolving a Culture of Creativity and Innovation in Organizations (4 hours)</p>	<ul style="list-style-type: none"> Describe the key components of a creative culture. Differentiate the roles of each of the aspects 	<ul style="list-style-type: none"> Prepare for the final presentation. Optional: List 6– 12 of your

Class Meeting	Enabling Objectives	Assignments to be Completed Prior to Class
	<p>of the organizational structure (hiring/recruitment, recognition/ incentives, managerial/decision making and internal communication), in supporting the creative and innovative culture.</p> <ul style="list-style-type: none"> • Examine the unique challenges of sustaining creativity and innovation in an established organization. • Discuss ways entrepreneurs can maintain their creativity. 	<p>own experiences regarding structural obstacles to innovation and/or creativity in organizations you've been involved with. (typed)</p>
<p>11. Group Presentations (4 hours)</p>	<ul style="list-style-type: none"> • Apply all the creativity and innovation lessons from former classes. 	<ul style="list-style-type: none"> • Prepare to deliver group presentation including visual support and handouts.