

# 5 Steps to DISCIPLINED

DREAMING



WILEY

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Most organizations have  
no system for **DEVELOPING**  
and **GROWING** creative capacity.

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## **DISCIPLINED DREAMING,**

a focus on the creative mind-set and philosophy, can help those organizations build a culture of creativity and sustained growth.

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# Ask

## STEP 1



Identify and clearly define your specific creativity challenge so you can direct raw creativity in a purposeful way. Ask questions, explore possibilities, and awaken curiosity and awareness.

Ask **why**, **what if**, and **why not** to encourage fresh thinking. In the same way you bring a pen and paper to a meeting, bring these questions to drive curiosity and awareness.



# Prepare

STEP

2



Make sure you're ready to meet the challenge identified. Prepare every aspect of your mind, body, and environment to support maximum creative performance.

You need to be in the right frame of mind to free yourself from creative barriers and release your true creative potential. **Blast music, practice deep breathing techniques, or get out of the office.**



# Discover

STEP

3



Explore every avenue that might lead to creative ideas. Break free of the straitjacket of “We’ve always done it that way” or “This is our usual approach.”



In your next brainstorming session, think about an issue from the perspective of a musician—or a villain or an architect.

**Role playing can allow for a fresh perspective.**



# Ignite

STEP

4



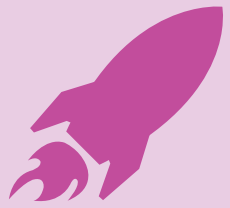
Think about your creative potential as a raging forest fire. Forest fires don't magically appear. They begin with a spark.

**Mixing things up** will bring exciting sparks and fresh thinking to your creative endeavors. Use a different room for each brainstorming session, conduct meetings at different times of the day, or begin each session with a different warm-up exercise.



# Launch

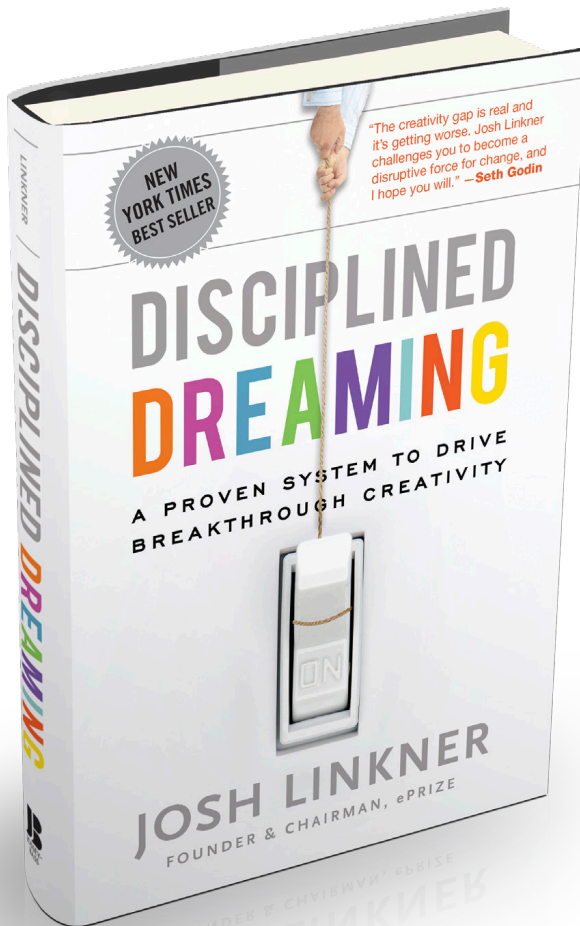
STEP  
5



You and your idea are about to blast off, and you'll soon be enjoying the benefits of your creativity.

**Integrate new ideas into**  
your existing systems after  
test driving them and  
determining how you will  
measure their success.





Nurture the creative force  
in your organization through  
**DISCIPLINED DREAMING.**  
<http://bit.ly/LinknerDreaming>