



DISNEY'S INNOVATION  
BEHAVIORS







# BRAVERY

*The courage to not conform, take risks, and to be heard.*

SIGNALING

GREENHOUSING

PLAYFULNESS

FRESHNESS

CURIOSITY

REALNESS

INTUITION

MOMENTUM

BRAVERY

**SIGNALING**

*Navigating between reductive & expansive thinking.*

GREENHOUSING

PLAYFULNESS

FRESHNESS

CURIOSITY

REALNESS

INTUITION

MOMENTUM

BRAVERY

SIGNALING

**GREENHOUSING**

*Nurturing ideas until they are ready to be judged.*

PLAYFULNESS

FRESHNESS

CURIOSITY

REALNESS

INTUITION

MOMENTUM

BRAVERY

SIGNALING

GREENHOUSING

PLAYFULNESS

*Accessing the alpha brain state & exploring all options freely.*

FRESHNESS

CURIOSITY

REALNESS

INTUITION

MOMENTUM

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**FRESHNESS**

CURIOSITY

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INTUITION

MOMENTUM

*Using stimulus to get your out of your 'river of thinking'.*

BRAVERY

SIGNALING

GREENHOUSING

PLAYFULNESS

FRESHNESS

**CURIOSITY**

*Endless interest in your challenge to find what others miss.*

REALNESS

INTUITION

MOMENTUM



BRAVERY

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FRESHNESS

CURIOSITY

**REALNESS**

*Bringing ideas to life to help people understand them.*

INTUITION

MOMENTUM



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**INTUITION**

MOMENTUM

*Going with your gut and seeing where it takes you.*



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**MOMENTUM**

*Keep moving forward, ensuring your projects crackle with life.*