From Idea to Release: Dreamer – Realist – Critic in IT Team Practice

Course code: KORSRK

Stop conflicts and brainstorming that leads nowhere! Learn one of the most effective techniques (Walt Disney) for transforming even the boldest vision into a concrete, safe, and successful release. The three-role method (Dreamer – Realist – Critic) brings structure to creativity and critical thinking: you will learn how to generate bold solutions, turn them into a clear action plan, and safely "break" them with critical questions before the customer or production does. As a result, unnecessary conflicts decrease, decision-making accelerates, and changes reach practice faster.

Who is the course for

For everyone who turns ideas into working code and products in IT projects: IT leaders, product and project managers, and specialists (development, QA, data, UX) who need to effectively combine creativity with execution and reduce risks before delivery.

What we teach you

Training Objective:

To learn the "Walt Disney" technique – a three-step process (Dreamer–Realist–Critic) that helps IT teams generate ideas, turn them into executable plans, and identify risks and weaknesses early—without suppressing creativity.

Participants will also learn how to apply it in daily meetings as well as in key project decisions.
Key Benefits for the IT Team
- Structured creativity: Every idea gets space to develop (Dreamer), is then transformed into a realistic plan (Realist), and goes through safe evaluation (Critic).
- Every voice (Dreamer, Realist, Critic) is heard at the right stage; quieter team members also get space. Clear role separation reduces tension.
- The Realist translates the vision into concrete steps; the Critic helps identify weaknesses and risks before launch, reducing rework and technical debt.
- The Critic's role is perceived as a quality safeguard rather than an "idea killer."
- Participants recognize their preferred role and learn to consciously switch perspectives depending on the team's or project's current needs.
- Practical application in complex situations such as stagnating projects, team tension, declining motivation, strategy updates, or launching a new product.

Teaching materials

Gopas guide book for this course.

Course outline
- Introduction: Why we often fail between idea and execution
- Typical team dead ends and what causes them
- When a change in the way discussions are facilitated is enough
- Setting expectations: what you will take away today
- Three roles that balance a team
- Dreamer: how to safely expand possibilities without self-censorship
- Realist: how to build a simple plan that can be launched immediately
- Critic: how to identify weak points before they cost money
- Diagnosis: what happens when one of the roles is missing
- The technique explained step by step
- Respect for different thinking styles and proper timing
- Rules of the three phases – what is allowed and what is not in each phase
- How to turn the plan into a first step "tomorrow" and agree on follow-up

- Why the Walt Disney method is indispensable in IT
- Scripts and cheat sheets for practice
- Exact phrases that work in each phase
- Questions that move things forward
- Practical tricks for the most common challenges
- Exercises for rapid transfer into practice
- Preferred role and personalization of the role concept
- A project stuck in a dead end
- Team role-play
- Applications in IT team practice
- Examples of situations and topics where the method can be used (new product, competitors, declining engagement, local campaign context, work–life balance, etc.)
- Simulation based on your use case – teamwork
- From vision to an action plan
- Breaking it down into steps, responsibilities, timing, and resources; defining success metrics
- A constructive "crash test" of the solution and improvement proposals
- Transfer into team practice
- How to turn the technique into a habit
- How to facilitate meetings in practice, manage phases, work with both outspoken and quieter participants, and handle conflicts

The training "From Idea to Release: Dreamer–Realist–Critic in IT Team Practice" is an experiential and interactive program. You can expect discussions, team activities, simulations, and self-reflection — minimal theory, maximum practice, and tools you can start using the very next day.Text1