



## CREATIVITY: IT'S NOT MICKEY MOUSE! - Sonia Bot and Alan Frank

By popular demand, this 1994 presentation is back! Some retro style? Yes, totally love it! Relevant today? Absolutely, more than ever!

Alan speaks about Disney's approach to creative leadership in a corporate setting. Sonia speaks about an individual's creativity. Together they draw parallels between individual and organizational creativity. Personal attitude parallels leadership; personal creative energy parallels teamwork; and personal freedom is synergistic with planning. The result: value creation, magic, and much more!

Why we are offering this video presentation today...

#1 To increase the discussion of the use of creativity in business and workplaces... while emphasizing that the ways and means are proven and survived the test of time.

#2 To answer the call for contributing relevant pieces of industrial history... during an era when Canada solidly ranked in the top 10 for global competitiveness and innovation... and when Bell-Northern Research | Nortel were national treasures.

#3 To share our experiences that work can be play... work can be exciting, something you look forward to, an outlet for your creativity and imagination!

Watch, learn, and enjoy (free) at <https://youtu.be/iGNw8BQUh5Y>

**CITATION:** Bot, Sonia and Alan Frank. 2021. Creativity: It's Not Mickey Mouse! *The BOT Consulting Group Inc.* Original Edition (January 1994, Bell-Northern Research Ltd.). 2<sup>nd</sup> Edition (June 2021). ISBN: 978-1-7775521-3-8.

Also available... Part 2 of this two-part creativity series...



## CREATIVITY: A CELEBRATION!

Sonia Bot, Alan Frank, Gord Hopkins, Ron Pinder, Trish Stolte

Sonia, Alan, Gord, Ron, and Trish show what happens on the fringe, doing creativity on the cheap, making whoopee (whole product experience), and much more!

Setting some context...

Futures Thinking and Design Thinking were advanced and well-practiced in BNR's Corporate Design Group several years before the filming of this video in 1995. It wasn't until the first decade of the 21st century when Futures Thinking and Design Thinking became popular in the business press.

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