

the  
**Arrington  
Method**

a method for  
creative project  
management

**Dr. Arnetra Arrington**

W E L C O M E

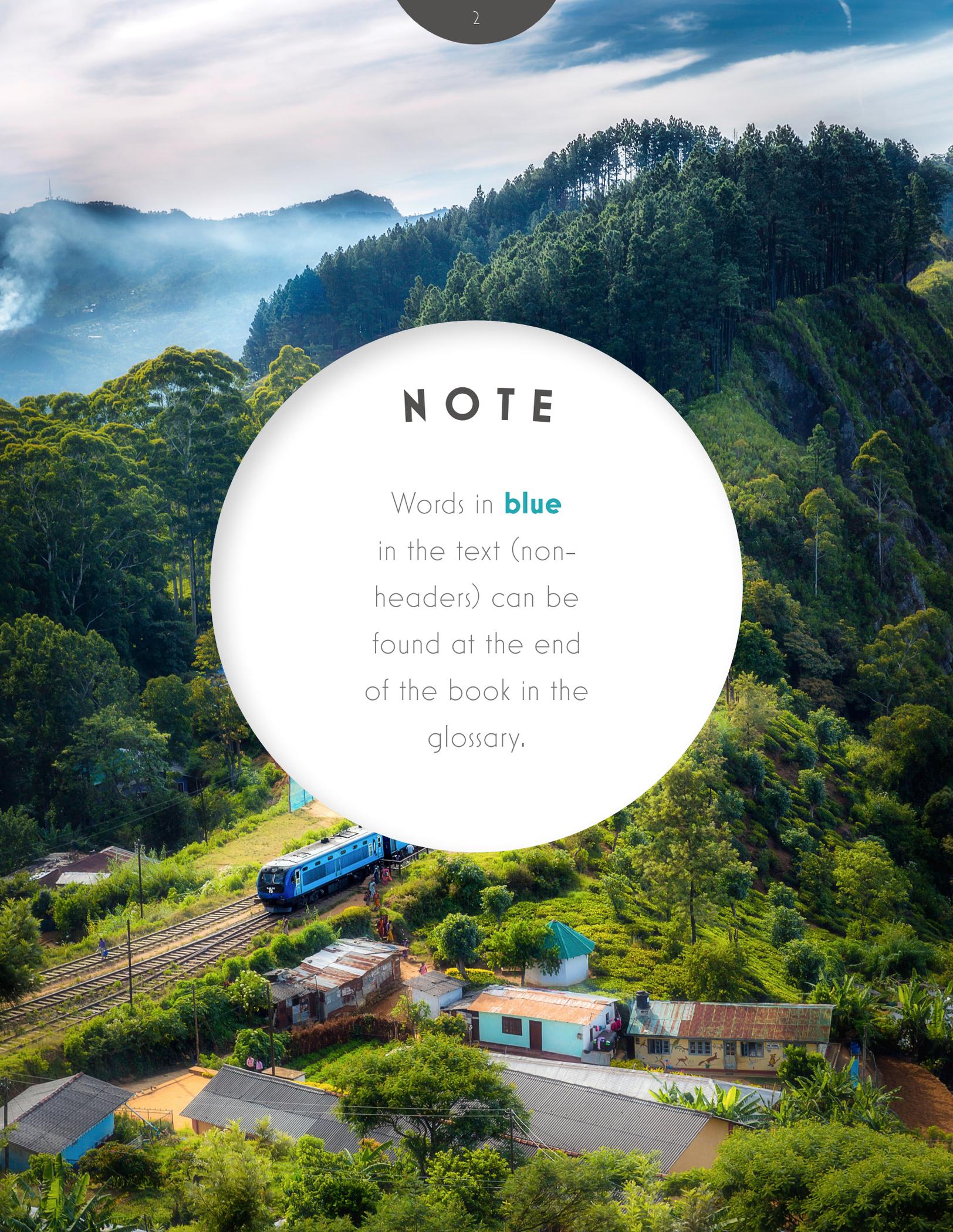
T O Y O U R A M A Z I N G J O U R N E Y

Get ready! This is not your standard methodology or guide. Let's remove the feelings of doubt & imposter syndrome & embrace living with purpose, greatness, & a desire to ignite the ideas that fuel your excitement. This model is designed for everyone who will play a role in your vision's journey. Grab your favorite writing apparatus & let's tap into your creative energy.



## NOTE

Words in **blue** in the text (non-headers) can be found at the end of the book in the glossary.



# BEFORE YOU GET STARTED

Before you get started, be aware that there are several concepts that are essential to making your vision as strong as possible.

One of these is the **vision statement**, which you will write to lay out your vision as clearly & concisely as possible.

Another fundamental concept is the **exhibits**, a place to gather the decisions you have made throughout the realm. You will know you have finished a realm when its exhibit is complete.

Think of **components** as buckets for your ideas. They organize your thoughts into an easy-to-follow format.

Throughout the process of bringing your vision to



# BEFORE YOU GET STARTED

life, **challenges** will try to hinder your progress. Foster solution-based thinking to reduce or nullify the negative impacts a challenge can have on the vision.

Identifying the **specials skills** you need to work on your vision is a great place to start when uncovering which mavens you need to hire. A maven may have multiple skills that could fill several of your needs, so don't limit your thinking to one maven per skill needed.

Using **visuals** strengthens communication, so we recommend using visuals

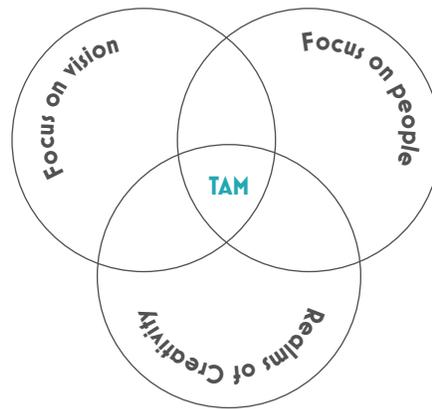
in each realm as representations of your ideas, snapshots to capture progress, or a kind of special highlight.



## DR. ARRINGTON

Dr. Arnetra Arrington began crafting & testing The Arrington Method in 2016 in response to a need for organization & creative approach when cultivating unique ideas. With over 20 years of experience contributing to the project management industry, **she wanted to design a solution for creative projects of all kinds.**

# THE ARRINGTON METHOD



Can you imagine the unimaginable, see the impossible, embrace the unthinkable—tame the doubters? If so, then you are ready to learn more about The Arrington Method.

The Arrington Method is a methodology which combines the Realms of Creativity (our patented creative workflow) with creative approaches to project work.

It is based on the idea that deliberately using creativity to manage a project (or vision) requires maintaining a

keen focus on vision & people. **The Arrington Method was designed to promote ideation, innovation, inspiration, collaboration, motivation, & transparency** so that everyone involved feels a connection to the vision from the very start. The Arrington Method inspires ideation at every step & encourages a motivational environment that embraces imagination.

**creatively managing a project requires focus on vision & people.**

# THE ARRINGTON METHOD

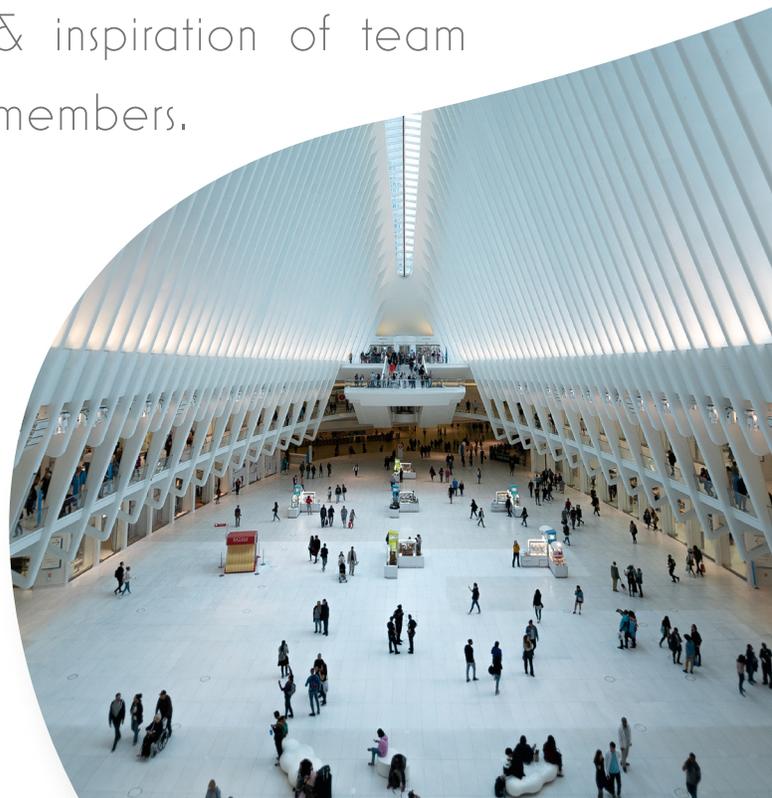
## OVERVIEW

**THE ARRINGTON METHOD DEFINES CREATIVE PROJECT MANAGEMENT AS THE IMPLEMENTATION OF THE REALMS OF CREATIVITY TO TRANSFORM A MATURE, INNOVATIVE, & INTRICATE VISION INTO ACTIONABLE STEPS WHILE MAINTAINING FOCUS AROUND RHYTHMIC COLLABORATION & THE GOALS OF THE VISION.**

Some might claim that it is wrong to penetrate the world of creatives with organization, charts, dashboards, & due dates. After all, creatives have been working for eons using systems that work for them. But who says creatives cannot be organized & creative? What if there was a methodology

designed to support creative project efforts by focusing on the vision & the people—those valuable elements that should be the center of any initiative?

Enter The Arrington Method. It caters to collaboration & transparency & respects an approach to the work that relies on innovative thinking & inspiration of team members.



# creativity.

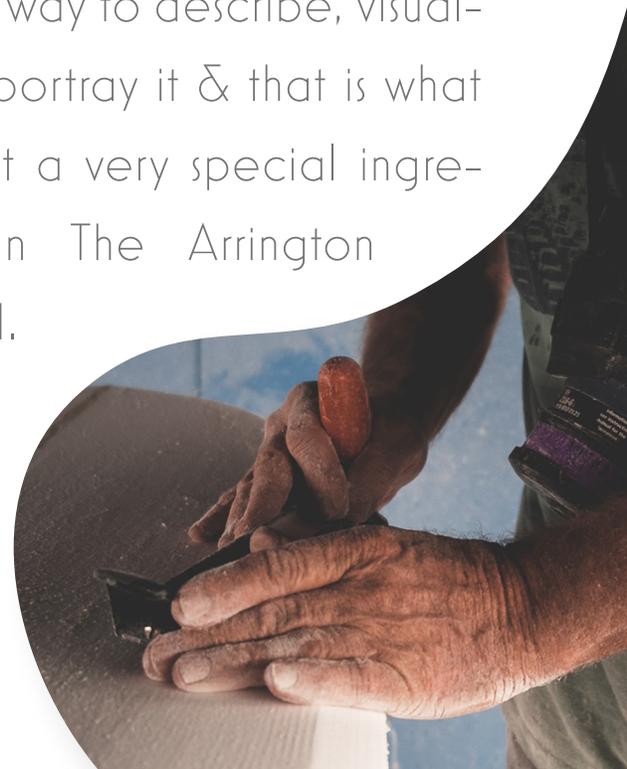
The Arrington Method strongly encourages applying creative approaches towards creative project management to support accomplishing the best results.

Creativity is the ability to think beyond our accustomed limits. Embracing non-traditional approaches to creative project management, such as creating new models, exploring new environments, & finding ways to inspire mavens, can help expand the opportunity to enhance project success.

Don't shy away from breaking the mold or creating a new

one. Creativity inspires us to develop new tools & pave new paths, which can lead to uncovering workable solutions for complex problems. Whether you work alone or with others, creativity makes a substantial difference in your vision's success.

Creativity is magical. There is no one way to describe, visualize, or portray it & that is what makes it a very special ingredient in The Arrington Method.

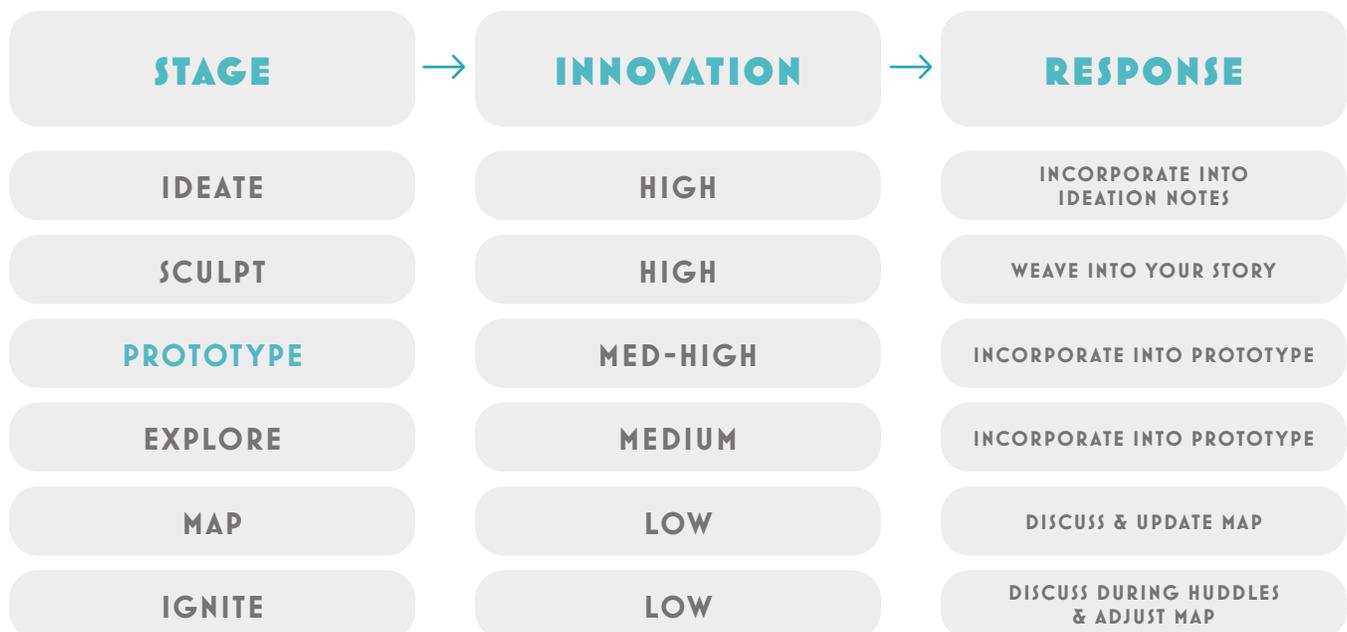


# innovate.

The Arrington Method is designed to support innovation at every stage, but how you handle innovation depends on the idea & how it reflects the goals of the **vision statement**.

The ideate & sculpt stages are designed to reduce the necessity of innovation once the work begins; **the goal is to be in tune with expectations for the vision so that changes in the future are few.**

Inspired work inspires, however, & unplanned innovations that will inevitably present themselves should be welcomed, appreciated, & considered.



# roles.

The Arrington Method supports the creative leader in everyone, but for those visions that go beyond a team-of-I, there are three primary roles recognized.

## THE VISIONARY

Visionaries are the **creatives who strive to bring their visions to life:** unique & intuitive individuals with blossoming minds, intricate ideas, intriguing designs, & clever outlooks on innovation.



# roles.

## THE CREATIVE LEAD

The Creative Lead uses creative thought & applies creative tools to bring ultimate success.

Visionaries are more than capable of leading their own visions, but sometimes it is better for someone else to lead on their behalf. Creative leads protect the vision, encourage innovation & creativity, work to understand the vision, & identify what is needed to successfully bring it to completion. **This frees the visionary to dream & ideate.** Creative leads keep the mavens inspired & on track, tackle **challenges**, & support innovative thought when change is needed.



# roles.

# 3



## THE MAVENS

With the advent of creative project management, there are no ordinary team members. Mavens are more than that; they are **innovative thinkers driven by passion for their trade.** Once hired, mavens are encouraged to find better, more creative, & more efficient ways to perform.



The background of the page features a silhouette of a person's head and hand against a sunset sky. The person is holding a glowing lightbulb. The word "roles." is written in a large, light blue font across the top. A large white circle is centered on the page, containing text.

# roles.

## TEAM-OF-1

If you are a team-of-1, or juggling multiple roles, be sure to limit your attention to one role at a time. Each role is complicated in itself, so this allows you to dedicate all your attention to each. Because Creative Leadership requires a high level of attention to the project in ways that visionaries often find hard to mesh with their own role, we highly recommended that you hire a Creative Lead.

# REALMS OF CREATIVITY

## ENVIZUN

A realm for dreaming with & shaping your idea into a vision.

## DISCOVER

A realm for open play with representations of your vision.

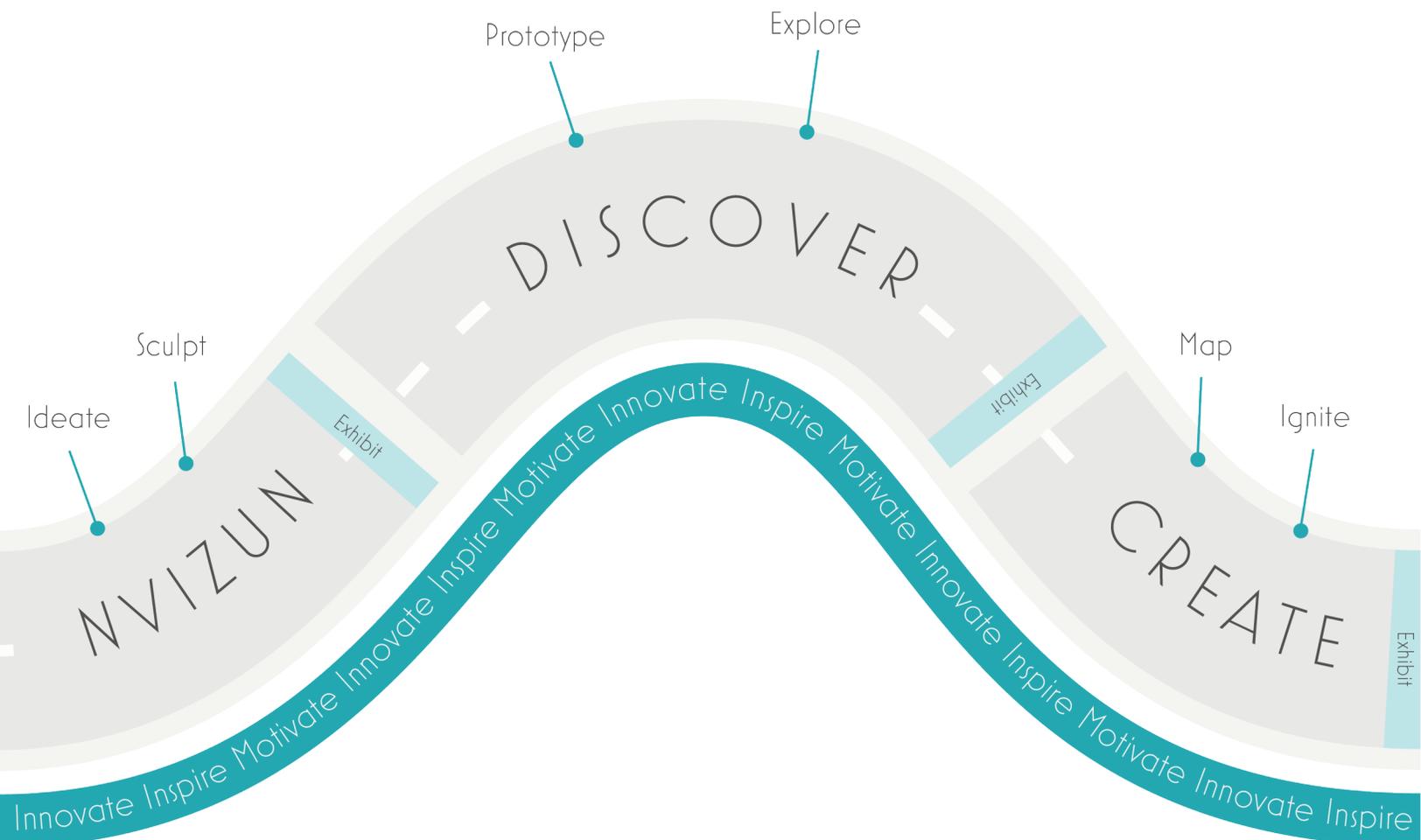


## CREATE

A realm for igniting the magic that gives your vision wings.

# realms.

The Realms exist in a space of possibility guided by bravery, perseverance, & determination. Each vision is different, so each realm is equipped with its own set of goals (found in the **exhibits**) so you can choose the tools you need to get you there.



# realms.

Each realm has several commonalities: ideation, innovation, vision, & people. Keep a firm hold of these values, & your vision is far more likely to get where you want it to go.

Throughout the Realms, there should be a sense of journey; it is about the joy in the experience. Don't think of the journey in terms of finishing one realm before moving on to the next; take your vision where it needs to go. The Realms welcome transportation amongst themselves at any time.

The approach to success requires more than skills or a bag full of tools—it requires the ability to trust your gut, believe in yourself, & know that a focus on vision & people will get you where you want to be.





# NVIZUN: A REALM FOR DREAMING WITH & SHAPING YOUR IDEA INTO A VISION

The excitement of a new idea gives a burst of energy & the feeling that anything is possible. With seven billion people on Earth, it sometimes feels like there are no original ideas, but each of your ideas has its own unique fingerprint.

**Enter the [Nvizun Realm](#), where your idea will reach full maturation.**

While you're here, flesh out your ideas, find creative ways to collaborate, & appreciate the magic of bringing together people who support & value your vision.



# ideate.

## GOAL

### FIND THAT SWEET SPOT

**Getting to the core of the vision can be challenging. Your ultimate goal is to uncover the approach you will take & appreciate the moment you know the direction you want to take the idea.**

Every mature vision begins with an idea. Transitioning an idea into a vision can be a long or short journey, but whatever your path, vision readiness is your key to success. As the vision matures, you will notice some feelings developing:

- passionate connection to the vision
- unwavering commitment to

its completion

- a desire to find supporters
- anticipation to begin.

Dreaming with your idea means embracing it by feeling it out & discovering what it is & is not. Flesh out your idea & appreciate the magic of bringing it into existence. Dreaming with the idea should feel like an exploration of your hopes, even if they do not seem feasible.

Don't shy away from the details! This may require some deep digging & exploration, but it will help you determine if your idea is relevant, useful, & valuable. Get acquainted

# ideate.

with the idea through all your senses. Know what it tastes, feels, smells, & looks like. Ideation is a vulnerable exploration of all things you hope your idea will become.



# sculpt.

## GOAL

### FIND THE STORY

When telling the story of the vision, no detail should be left out. Tap into your senses & explain every detail vividly.

Everyone loves a good story & good stories paint pictures that listeners can connect with. Use imagery during storytelling to

connect your idea with reality.

**No matter how you tell your story, it should be vibrant, engaging, & clear.**

Your vision story should be an example of someone's journey through your vision. A vision story can take multiple iterations of narrative & imagery to bring it to life. Let your imagination breathe life into the possibility of the idea.

Once you feel comfortable with your vision story, share it with others.

Keep in mind that you will probably continue to sculpt your vision story based on the

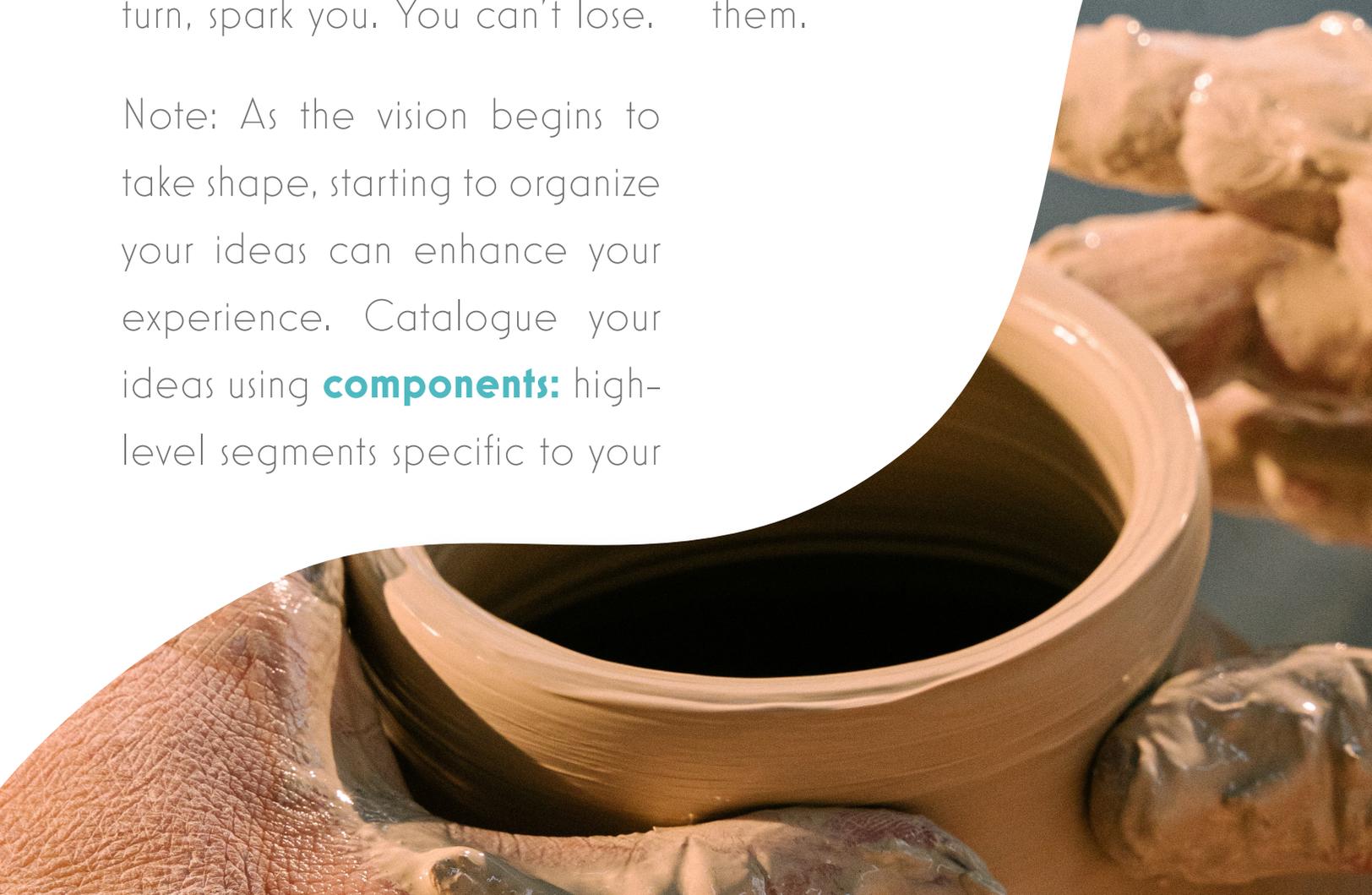


# sculpt.

feedback you receive. Sculpting the story means testing it out on others & using their feedback to further sculpt it. Here's a bit of magic for you: when you share your idea, it can spark others, & they, in turn, spark you. You can't lose.

Note: As the vision begins to take shape, starting to organize your ideas can enhance your experience. Catalogue your ideas using **components**: high-level segments specific to your

idea (for example, venues or menu). By identifying buckets where each idea can be categorized, you know exactly where to find your ideas when you need to return to them.



# MASTERING THE NVIZUN REALM

## CHECKLIST

- Have you transformed your idea into a mature vision?
- Are you able to tell your vision's story with clarity?

The Nvizun Exhibit is the display of your work in the **Nvizun Realm**. You have a **name** for your vision, a **vision statement, components** with organized ideas, a detailed portrait of your **target profile**, & you can paint the vision's picture through **vision story, imagery, & color**.



# THE NVIZUN EXHIBIT

## Nvizun

A realm for dreaming with & shaping your idea into a vision

### Imagery



Vision name

Vision statement

Story

#535050

#23a8b2

#e8e8e6

#f4f4f1

### Components

- Component 1
  - Ideas
- Component 2
  - Ideas

### Target profile



- Age
- Profession
- Lifestyle
- Personality
- Pain points



# DISCOVER: A REALM FOR OPEN PLAY WITH REPRESENTATIONS OF YOUR VISION

Enter the **Discover Realm!** Ready to **dig your feet in the sand & thoroughly explore** every crevice of your vision?

This realm is about tapping into your skills as an explorer & using tools to help you connect more deeply with your vision so it can become the success you envision at the end of your journey.



# prototype.

## GOAL

### DEVELOP A PROTOTYPE FOR EXPLORATION

Select the best **prototype** option & create something that will cater to the best experience for exploration of every detail. Imagine you are on a playground & the prototype is your sandbox. Mold it until it resembles the closest thing to what you hope to see at the end of your vision.

**Prototyping allows you to dive into the work while fine-tuning the vision & gives you a playground for exploration before the real work begins.** Determine what prototype would be best for developing a test-run of your vision;

it should be one that reflects the areas that need further exploration.

While building out the prototype, you will find a natural flow for testing features, questioning ideas, identifying gaps, making suggestions, providing insights, & taking notes for future research & noting ideas that are better suited for future visions. Decision making can happen at this stage but is not required. Try not to interrupt the creative flow but allow the building & exploring to shape the experience of connecting with the vision.

# prototype.

Once the **prototype** is complete, it is time to review it with your selected mavens. (You should be able to identify most of the mavens you will need, but the need for others may arise during the explore stage.) A solid prototype establishes a way to connect with the vision, understand roles, ask questions, challenge ideas, innovate, & find ways to tackle **challenges**.



# explore.

## GOAL

**SEARCH, UNCOVER,  
SURVEY, INVESTIGATE**

**Take advantage of having an example of your vision. Dig into research, uncovering information that helps fill gaps & strengthens the possibility of vision success.**

A strong understanding of the vision & a connection to its purpose creates a rich exploration experience. Mentally travel through the landscape of your vision & examine it fully, uncover needed research,

unknowns, solutions to **challenges**, & invigorating ideas that make the vision the masterpiece that sparked your interest in the first place.

There are no time limits, rules, or boundaries on exploration. Encourage innovation & ideation while motivating the team to explore unknowns.

Exploration is primarily about unearthing new information. Final decisions can be made now, or later, in the **Create Realm**.



# MASTERING THE DISCOVER REALM

## CHECKLIST

- Have you created a **prototype** of your vision?
- Have you explored all the known elements of your vision?
- Have you identified solutions for the vision's **challenges**?

The Discover Exhibit is the display of your work in the **Discover Realm**. At this

point, you have fine-tuned your **vision statement**,

have recorded

**innovations** that make the vision extra special, have confirmed **maven clarity**, identified **skills needed**, a **target budget**, & have

calculated a **target**

**timeline.**



# THE DISCOVER EXHIBIT

## Discover

A realm for open play with representations of your vision

Prototype

Vision statement

### Challenges

- Challenge 1
- Challenge 2
- Challenge 3
- Challenge 4
- Challenge 5

### Innovations

- Innovation 1
- Innovation 2
- Innovation 3
- Innovation 4
- Innovation 5

### Skills needed

- Skill 1
- Skill 2
- Skill 3
- Skill 4
- Skill 5

### Maven Clarity

- Maven 1
- Maven 2
- Maven 3
- Maven 4
- Maven 5

Target budget

\$50,000

Target timeline

May–September 2050



# CREATE: A REALM FOR IGNITING THE MAGIC THAT GIVES YOUR VISION WINGS

In the **Create Realm**, you're finally going to begin the work that makes your vision a reality. **This realm is designed to map out the vision's journey, highlight special moments, & capture inspiration for how you move forward once the vision has wings.** The

Create Realm is where collaboration really kicks into gear.

Knowing when to inspire & motivate the team makes a huge difference in the work that is produced.



# map.

## GOAL

### ROADMAP & BUDGET

**A roadmap shows the work needed to bring your vision to life. Having a clear path for the vision is the perfect input into a solid budget.**

In order to **outline the work that needs to be completed**, it is important to first bring the team together to tell the vision's story again; revisit all **components** & catalogued ideas (including innovations from the **Discover Realm**) to ensure clarity of the vision's goals. Conduct as many sessions as necessary until all mavens understand your vision & their role in it.

Now design a timeline that captures visual representations of goals & ways in which the team can support those goals. Use storyboards, calendar layouts, & visual roadmaps (timelines of work) to show the effort needed to meet the vision's goals.



# map.

Don't worry—your roadmap doesn't have to be perfect, & in fact, we recommend being flexible with your deadlines so you can prioritize other things like your maven's & the quality of the work. Having a good idea of your timeline goals, however, is still valuable & at the very least gives the team something to aim for. The map stage is the place to get as detailed as you possibly can.

Now that all of the details of the vision have been mapped out, you are finally ready to determine full costs. You can create a final budget that captures the detailed costs of all vision needs. Remember to compare it to the target budget to ensure alignment.



# ignite.

## GOAL

### CREATIVE LAUNCH

**It's time to officially kick off the long-awaited work. Keep your mavens inspired, your vision protected, & the work productive. Meet goals, maintain transparency, & encourage collaboration until the vision takes flight.**

Every project needs something to launch it into space, something to signal that the work has officially begun.

There are many resources available to set up the command center (where information is tracked, updated, & shared) for your vision. Using

maps to plan & dashboards to track keeps everyone connected to the vision's goals & progress.



# ignite.

Weekly Huddles are a great way to provide inspiration, support ideation, & capture updates. Be creative with where & how you hold your huddles by offering an environment that is supportive for the entire team. **Working sessions** should be scheduled when a team effort is the best option for getting things done on the spot.

The atmosphere of ideation & innovation you have been cultivating should continue in the ignite stage; this is where the focus on the people becomes even more important, mavens become even more engaged,

& everyone is even more inspired to keep the vision's spark alive. Celebrating the accomplishments of the team doesn't just have to happen at the end of the project—celebrate throughout the vision!

**Every  
interaction  
with your team  
should  
encourage  
innovation,  
ideation, &  
inspiration.**

# MASTERING THE CREATE REALM

## CHECKLIST

- Is your vision ready to fly?**

A silhouette of a person standing on a tree branch, looking down at a city at sunset. The person is on the left side of the page, and the city lights are visible in the background. The sky is a mix of orange and pink, suggesting a sunset or sunrise. The tree branch is dark and silhouetted against the sky.

The Create Exhibit is the display of your work in the **Create Realm**. Include **visual progress**, the **vision statement**, **highlights** (to capture unforgettable moments), a before & after of the **prototype** vs. **final**, target budget vs. actual **budget**, & target timeline vs. actual **timeline**, & **reflections** on the vision & process.

# THE CREATE EXHIBIT

## Create

A realm for igniting the magic  
that gives your vision wings

Visual progress



Vision statement

Special highlights

Prototype

v.

Final

Target budget

v.

Actual budget

Target timeline

v.

Actual timeline

Reflections

# glossary.

## **CHALLENGES**

issues that negatively impact the vision

## **COMPONENTS**

a catalogued approach to organizing all ideas for the vision

## **CREATIVE LAUNCH**

a working session that allows the team to celebrate the start of the project

## **CREATE REALM**

the realm of action & possibilities where innovation & ideation are welcomed while the work is completed & the mavens are consistently inspired while remaining connected to the goals of the vision

## **DISCOVER REALM**

a realm of exploration that allows you to uncover the who, what, when, where, & how of the vision

# glossary.

## **EXHIBITS**

a template in which you gather the decisions made throughout the realm

## **NVIZUN REALM**

a realm to unpack the vision & make sure the visionary has a clear understanding of the vision's goals

## **PROTOTYPE**

a representation of the vision that allows everyone to engage in constructing a visual artifact that encompasses all ideas

## **VISION STATEMENT**

a sentence you write to lay out your vision as clearly as possible

## **WORKING SESSION**

a collaborative meeting in which project work is accomplished while team members are inspired & motivated

# HONORARY CONTRIBUTORS

A lovely group of talented & creative individuals played a part in executing the vision of The Arrington Method.

**CATALINA GIRALDO**

**EMILY PHILLIPS**

**CHAIENNE TUCKER**

**EMMARAE ARENSDORFF**

**ANGELINA JOSIAH**

**CHELSEA SY**

**ELIZABETH ADAMS**

# THE ARRINGTON METHOD

Through inspiration, innovation & celebration, we encourage visionaries to feel, see & claim their vision.

Find more tools at:

[www.arringtonmethod.com](http://www.arringtonmethod.com)