

Become a Dream Builder

By Shelley Roy

***“Logic will get you from A to B.
Imagination will take you everywhere.”***

Albert Einstein

Imagineering is the process of putting creative ideas into action. The word blends the concepts of imagining and engineering; it involves envisioning and then inventing, visualizing and then creating over time. A [Time magazine](#) ad from February 16, 1942, titled *The Place They Do Imagineering* shows an Alcoa ad that describes imagineering as—letting your imagination soar, and then engineering it down to earth.

In essence, when you practice imagineering you become a dream builder. You see in your mind’s eye something that is not yet in existence, and then you make it happen. Tom Fitzgerald, a Disney Imagineer who worked on the design of Epcot, said, “If you can dream it-You can do it.” You can create the life of your dreams.

Everything you do begins as a thought or visualization in your imagination. The thought “It’s time to get out of bed,” precedes getting out of bed. As Mike Dooley of TUT.com fame reminds us, “Thoughts Become Things.” Being intentional with your thinking impact the life you create.

Successful imagineers visualize the future in such vivid detail that it feels real. Why not make a conscious effort to attract what you most want. You will draw into your life:

- **What you think about the most,**
- **What you believe in most strongly,**
- **What you expect on the deepest levels, and/or**
- **What you imagine most vividly.**

Imagineering is a way to consciously think about, believe in, expect and create the most vividly rewarding life possible. How do you do it?



First, you need to **unlock your thinking**. You need to open your mind to make room for creativity. You need to let go of rules and restrictions you have placed on yourself, your

capabilities and the wondrous possibilities for your life. To be successful, you must start with a clean slate.

Second, you need to **get your vision down!** Once you have begun to imagine, then begin to capture your ideas. Create a storyboard, a vision board, a God Box or a scrapbook. Draw, paint, or cut out pictures and words to illustrate your vision. Find a product that you can use to create a short movie, and remember that the more vivid the details, the better the vision. Pour emotion into what you create.

Next, add **affirmations**. Write affirmations that remind you of the person you are becoming. Affirmations are written in the present tense. Affirmations have the added benefit of teaching you to appreciate yourself as you are right now. Here's an example: "Everything good is coming to me easily and effortlessly; I accept and appreciate it." Repeat your affirmations throughout your days.

Now that you have erased the white board of your mind, let go of your old picture, created a new picture, made it tangible and added affirmations, it is time to **visualize**. Each day spend a short time, 5 to 10 minutes, visualizing your ideal life as if it already exists. The essential ingredient in successful imagineering is to **be in the present tense**. Act, think and believe that whatever you desire is already a part of your life.

Then, as you go throughout your day, pay attention. Look for actions you can take that are leading you to your ideal life. **ACT** on any opportunity aligned to your dreams. When you have a clear picture of your ideal life, you recognize it when it appears.

As always BE CREATING!