

the
**Arrington
Method**

a method for
creative project
management

Dr. Arnetra Arrington

WELCOME

TO YOUR AMAZING JOURNEY

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. No need to pack your stopwatch, because this model allows you to take the time needed to embrace & appreciate every step in your journey. Grab your favorite writing apparatus & let's tap into your creative energy!



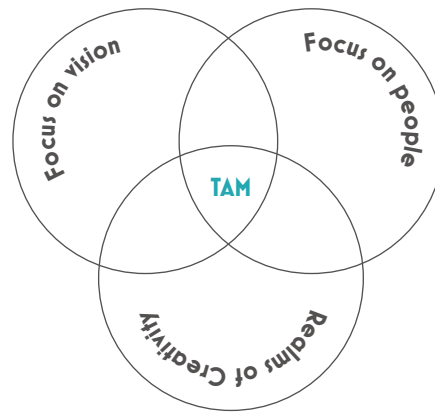
NOTE

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

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 encourages a motivational environment that embraces imagination & the force of the vision statement, which is designed to clearly & concisely lay out your vision.

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.



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.



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.

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.

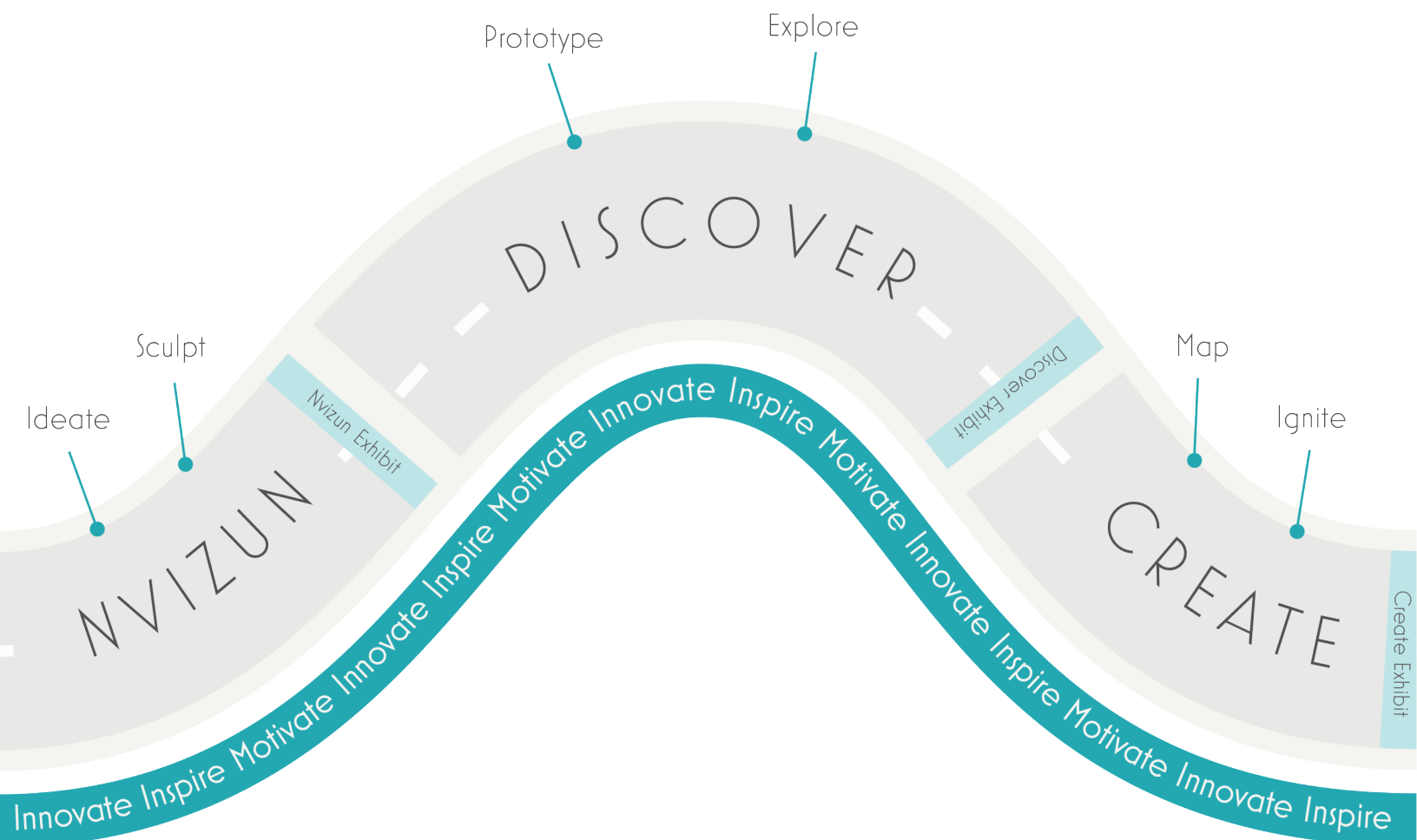


CREATE

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.



PATENT PENDING

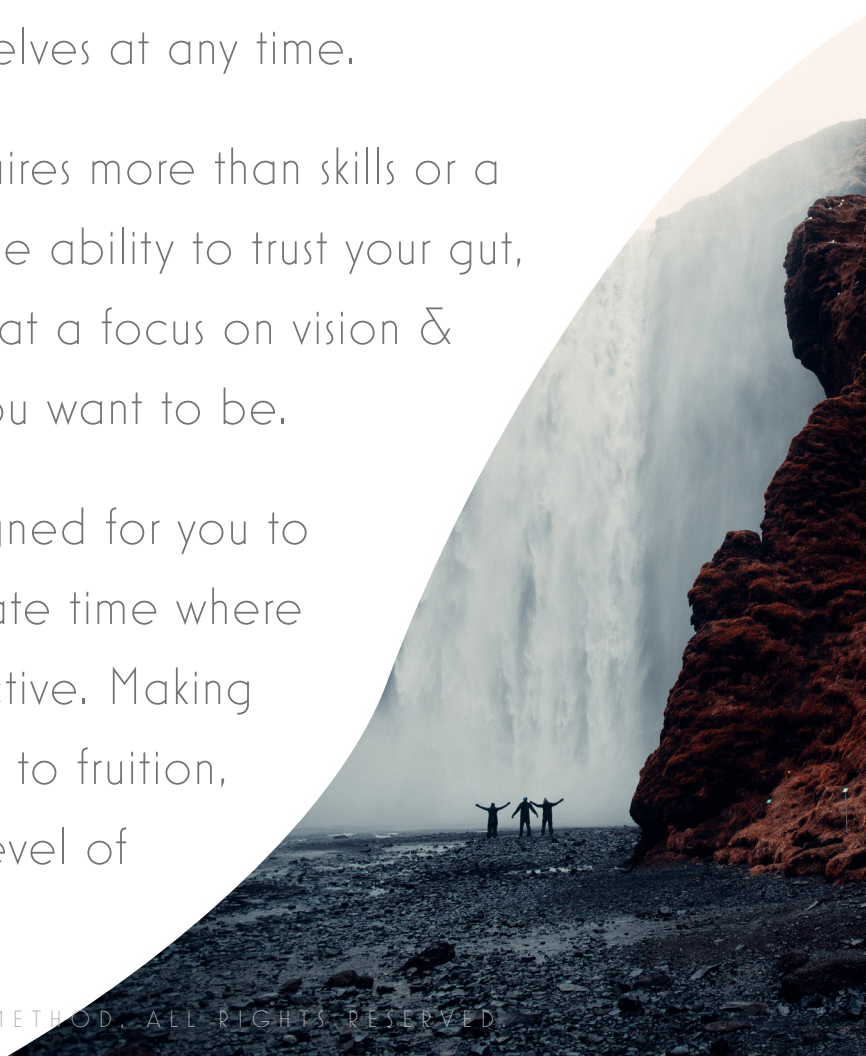
realms.

Each realm has several commonalities: inspiration, innovation, & motivation. 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.

The Arrington Method is designed for you to go at your own pace, dedicate time where it's needed, & remain productive. Making the decision to bring an idea to fruition, however, requires a certain level of commitment.



creativity.

The Arrington Method strongly encourages applying creative approaches towards creative project management to support accomplishing the best results. In the spirit of creativity, we have created digital and physical tools to help support you through every stage of the model.

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.

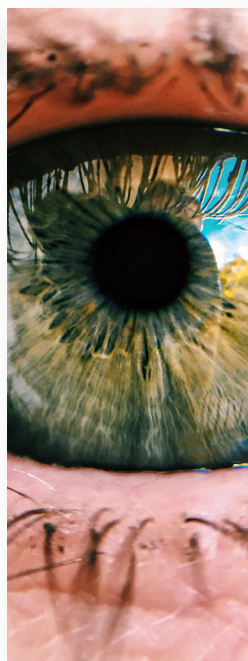
innovate.



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 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.



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 eight 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. Take the time to sit with ideas & thoughts, getting to know them & the value they add. Understand how unique ideas contribute to the goals of your forming vision.

ideate.

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

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

Sculpting is about seeing the big picture & imagining what your vision looks like at completion. 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). Set goals for your components to guide expected outcomes.

By identifying buckets where each idea can be categorized, you know exactly where to find your ideas when you need to return to them.

Storytelling is an excellent tool for sculpting as well. Everyone loves a good story &



sculpt.

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 a clear picture of the vision's goals. 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.

Sculpting the vision means noting ideas that are better suited for future vision and can include 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.

MASTERING THE NVIZUN REALM

CONFIRM

- ☐ Have you transformed your idea into a mature vision?
- ☐ Are you able to tell your vision's story with clarity?
- ☐ Can you imagine the full potential of your vision's future?

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.

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 research.



prototype.

Once the **prototype** is complete, it is time to review it with your selected maven. (You should be able to identify most of the maven you will need, but the need for others may arise during the explore stage.)

A solid & detailed journey through the prototype (from engagement to exit) 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 so that you can make informed decisions. Final decisions should be incorporated into your final **prototype.**

MASTERING THE DISCOVER REALM

CONFIRM

- ☐ Have you created a **prototype** of your vision?
- ☐ Have you explored all the known elements of your vision?

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

At this point, you have fine-tuned your **vision statement**, created a **prototype**, outlined a **vision journey**, confirmed **maven clarity & skills needed**, & converted all changes & decisions into a **final prototype**.



THE DISCOVER EXHIBIT

Discover

A realm for open play with
representations of your vision

Initial prototype

Vision statement

Vision journey



Skills needed

☐ Full maven clarity

Final prototype



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 path, 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

BUILD A PATH TO THE FUTURE

Identify the best approach for team collaboration & design a path to success that maintains focus on vision & people.

It's time to get cozy. The map stage should help the team bond through the excitement to journey forward. Before diving into the map stage, give your team time to rest, reflect, & process. **The map stage is about building a path to the future & charting a course for success.** This requires everyone's undivided attention.

It's about more than outlining a chronological list of tasks

with assigned dates. It's about taking the time to investigate each maven's approach to work & giving a voice to their creative process. Invest time in understanding what maven's need to be successful.

Establishing a clear path to meeting the vision's goals takes time & should not be rushed. Maven talents should be optimized, & all areas of the vision should be considered in the detail in which they were designed.

Creating a **vision map** is best accomplished by using the **vision journey** to convert steps

map.

into actions. Be prepared to spend adequate time in this area. Start by gathering the team & conducting one final journey through the vision to capture actions needed for vision success.

Capture visual representations of goals & ways in which the team can support those goals. Flexibility in deadlines allows you to prioritize your maven's & the quality of the work that should be delivered. Use storyboards, calendar layouts, & road maps to show the effort needed to meet the vision's goals.

Now that all the details of the vision have been defined, you are finally ready to tackle your target budget & a high-level timeline. Using all information covered in the plan, determine the start & end dates & a target budget that captures the costs of all vision needs.



ignite.

GOAL

LAUNCH PARTY

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. A **launch party** is a great way to commemorate the creative work taking flight, but also to celebrate progress in the journey thus far.

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. How the team works together contributes to the quality & success of the project.



ignite.

Creating solid approaches to work ensures that the bond of working together maintains positive momentum as the project gains traction.

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.

There needs to be central command center where information is tracked, updated, & shared for your vision. Using dashboards keeps everyone connected to the vision's goals & progress. It also provides a thermometer for checking the health of the vision.

Celebrating the accomplishments of the team doesn't just have to happen at the end of the project—find ways to celebrate throughout the journey!

**Innovation,
ideation,
inspiration.**

MASTERING THE CREATE REALM

CONFIRM

☐ Is your vision ready to fly?

The Create Exhibit is the display of your work in the **Create Realm**. It should be a valued artifact that captures the most intriguing before & after elements of the vision's journey. Include **visual progress**, the **vision statement**, highlights (to capture unforgettable moments), the final **prototype** vs. **vision outcome**, target budget vs. actual **budget**, & target timeline vs. actual **timeline**, & **reflections** on the overall experience.

THE CREATE EXHIBIT

Create

A realm for igniting the magic
that gives your vision wings

Visual progress



Vision statement

Special highlights

Final Prototype

v.

Vision outcome

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

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

EXHIBIT

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

LAUNCH PARTY

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

glossary.

NVIZUN REALM

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

PROTOTYPE

Initial: a first-draft representation of the vision after it has been sculpted

Final: a more complete representation of the vision after it has been explored

VISION JOURNEY

a detailed walk-through the vision, using the perspective of the target market

VISION MAP

a detailed account of actions that identify the work that maven's need to accomplish to meet vision goals

VISION STATEMENT

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

WORKING SESSION

an event in which project work, based on specific set goals, is accomplished through inspiration & motivation; when more than one participant is involved, it transforms into a collaboration

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.

Keep your creative spark alive at:

jerne.io