



Disney's Approach to Business Excellence

Come learn the Disney-time-tested, world-class approach to sustained success through five core topics: creativity/innovation, leadership excellence, quality service, brand loyalty, and selection, training and engagement. Bring your business challenges, and the experienced leaders at Disney Institute will show you a clear, simplified way of looking at the problems and seeing what's probably already right in front of you - easy, effective solutions that can easily be incorporated into your own organization and will help improve business results.

Morning Learning Objectives

- Discover how effective leadership has been the catalyst at Disney to drive employee/customer satisfaction and bottom-line results, from the company's inception to today.
- Understand the leader's pivotal role in championing the vision.
- Learn proven strategies for increasing employee ownership and pride.
- Examine your current organizational structure to assess your capacity for delivering positive results.
- Learn proven strategies for driving proactive change through employee involvement.
- Learn steps to operationalize your culture.
- Explore the Disney hiring process.
- Learn training strategies for orientation and ongoing training that encourage employee buy-in to your corporate culture.
- Learn how to create and reward heroes in your workforce.

Afternoon Learning Objectives

- Understand the Disney definition of quality service.
- Explore qualitative and quantitative techniques for knowing and understanding customers.
- Develop a service theme that defines your organization's purpose.
- Discover service standards that provide a framework for making quality decisions.
- Examine delivery systems that ensure positive customer experiences.
- Explore the Disney definition of loyalty.
- Examine the link between loyalty and financial results.
- Identify your brand promise.
- Identify your core components.
- Identify gaps between your core components.
- Learn a conceptual model that impacts the customer experience.
- Learn Disney tactics for creating emotional connections with employees and customers.