

DISNEY'S APPROACH SERIES

Experience the Business

Behind the Magic



The power you need to propel your organization forward is waiting at *Disney Institute* through Disney's Approach to Business Excellence. Within five business days your team will have learned the five most powerful lessons in business; lessons carefully developed by the Disney organization in its never-ending pursuit of excellence. These universal assets of a successful business – inspiring creativity, leadership excellence, people management, quality service, and brand loyalty – are the links in the renowned “Chain of Excellence.” Together, these lessons forge an enduring bond between inspired leaders, motivated employees, and satisfied customers that drives financial results and sustains years of repeat business.

PROGRAM BENEFITS

For nearly 80 years, The Walt Disney Company has maintained a comfortable and lasting position in the marketplace due to a strong commitment to its core values. Throughout this course, you gain insight into the strategies that drive the Disney organization, including its emphasis on inspiring creativity, leadership excellence, people management, quality service, and brand loyalty practices. Discover how to adapt these proven methods to strengthen your organization and drive long-term results.

YOU WILL LEARN HOW TO

- Adapt proven Disney business strategies and practices to improve your organization.
- Develop a leadership vision that inspires dedication and commitment among employees.
- Apply key elements of the Disney people management strategy to strengthen your culture.
- Develop an organizational culture that supports consistent delivery of exceptional quality service.
- Foster a collaborative environment that draws on the creative resources of your entire organization.
- Incorporate time-tested principles for building and fortifying brand loyalty.

WHO SHOULD ATTEND

Managers, leaders and those interested in discovering the key business practices that make the Disney organization a worldwide success to drive financial results, generate repeat business, and provide a sustainable competitive advantage for their own companies.



PROGRAM CONTENT

An Introduction to the Disney Chain of Excellence

- Creativity as a competitive advantage
- The power of a leadership vision
- Maintaining a corporate culture created by design
- Establishing exceptional quality service
- Sustaining customer loyalty

Inspiring Creativity

Fostering a collaborative culture

- Defining a culture of collaboration
- Valuing diverse perspectives to encourage new ideas
- Techniques for obtaining maximum expression of ideas

Establishing and expanding your organizational identity

- Thinking "inside" the box
- Thinking "outside" the box by taking intelligent risks
- Calculating risks and analyzing "successful failures"

Maximizing structural systems

- Components for implementing new ideas: Parameters, Expertise, Accountability, Processes
- Engaging in a continuous improvement process
- Involving employees in low cost and no cost ideas

Leadership Strategies for Organizational Excellence

Communicating your vision

- Developing a clear vision for employees and customers
- Emphasizing a consistent message
- Integrating message throughout the organization

Combining structure and processes

- Aligning processes and structure to vision
- Proactive vs. reactive organizational change
- Creating a strong sense of ownership, initiative and pride

Creating engagement and commitment

- Overcoming hurdles to employee empowerment
- Leading to create strong commitments
- Partnering with employees to involve them in the organization



PROGRAM CONTENT (CONTINUED)

Disney People Management Practices

Communicating a consistent message

- Designing every business aspect with purpose and intent
- Operating from shared values that are well-defined across the organization
- Clearly communicating expectations
- Maintaining a goal-oriented focus

Casting for "right-fit" talent

- Hiring process is a reflection of corporate culture
- Taking a centralized approach
- Promoting an environment that matches your values

Training and career management

- Disney's in-depth training program
- Emphasizing recognition and ongoing career development

Consistent Delivery of Quality Service

Establishing exceptional customer service

- The Disney formula for success
- Gauging customer needs, wants, stereotypes and emotions
- Personalizing customer experiences

Applying quality standards

- Establishing operational criteria
- Aligning local and global processes to support customer experiences
- Benchmarking to measure and sustain progress

Integrating quality service seamlessly

- Implementing a quality service matrix
- Aligning quality standards with delivery systems
- Treating everyone like a VIP at every point of contact

Fortifying Brand Loyalty

Monitoring brand identity

- Examining customer perceptions and experiences
- Establishing the difference between brand and branding
- Avoiding negative influences on your brand
- Recognizing the loyalty profit chain

Building relationships for repeat business

- Keys to building and sustaining customer loyalty
- Designing the customer experience
- Evaluating customer relationship management programs
- Communicating corporate responsibility

Maintaining a sustainable competitive advantage

- Communicating your brand promise as unique, believable and compelling
- Expanding products and services
- Collecting and listening to customer feedback
- Setting your organization apart from competitors



EXERCISES

Through the interactive dynamics of classroom sessions, application exercises and explorations of case studies, you discover the proven business principles at the core of the sustainable strength of the Disney organization.

Exercises include:

- Establishing a leadership vision
- Uncovering communication roadblocks
- Analyzing strategies for selecting appropriate employees
- Discovering ways to empower and engage your employees
- Establishing and measuring quality standards
- Outlining your organizational identity and structural systems to improve creativity
- Mapping steps to sustain customer loyalty

