



7:35 AM MAGIC KINGDOM PARK...

# THE DISNEY INSTITUTE DIFFERENCE

*L*earning about the ‘Disney Difference’ . . . has inspired leaders to change not only their business practices, but to examine their business issues in an entirely new light. [After participating in a Disney Institute experience], they soon find they have more in common with Disney than they could have imagined. All organizations are driving toward the same goal—serving the people who purchase their products and services. Whether they are clients, customers, constituents, or, in Disney-speak, Guests, organizations must satisfy them or risk losing them.”

—From the Disney Institute book, “Be Our Guest”

*“There’s really no secret about our approach. We keep moving forward—opening up new doors and doing new things—because we’re curious. And curiosity keeps leading us down new paths. We’re always exploring and experimenting.”*

– Walt Disney

competitive advantage

difference

inspire

renewed focus

merchandise

spark ideas

## PROFESSIONAL DEVELOPMENT PROGRAMS



### PROGRAM TOPICS

The Disney success story, one of the greatest of the 20th century, became the subject of intense focus by business professionals in 1986. Based on the business excellence displayed by Disney, professionals from around the world started coming to the *Walt Disney World*<sup>®</sup> Resort asking, “How can we learn the Disney approach?” This demand was the start of our Professional Development Programs. These programs showcase the powerful strategies and business models that have stood the test of time and are applicable for all types of organizations. Highlighting the vision and ideals of Walt Disney himself, our programs allow you to discover the business behind the magic. The Disney Institute utilizes five *Walt Disney World*<sup>®</sup> core competencies, the cornerstones of our business success, as the blueprints for our programs. Choose one of five content areas for any format listed on the next page.

Leadership Excellence explores strategies and methods for improving team results through great leadership. Without strong leadership, organizations will not grow and succeed. Our great leaders use proven leadership philosophies to exhibit the values and behaviors that generate results—period.

People Management benefits organizations wishing to benchmark our culture, which inspires employee pride and ownership. Explore how we select, train, and communicate with our employees, while showcasing systems that maintain the unique service culture of the *Walt Disney World*<sup>®</sup> Resort.

Quality Service showcases how we are able to understand the psychographics and demographics of our customers’ needs, using a sound service infrastructure and service standards to exceed our Guests’ expectations. Learn how our attention to detail creates a consistent world-class service culture.

Loyalty is ideal for those seeking a strategy that generates superior bottom-line results through greater customer and employee loyalty. Explore techniques we use to retain customers for life, and identify strategies for alignment to deliver more effectively on your brand.

Organizational Creativity studies our corporate climate and how it taps into our employees’ full potential. Examine how leaders bring together organizational identity, structural systems, and a collaborative culture to create a steady flow of ideas that results in innovative products, services, and systems.

competitive advantage  
LEADERSHIP EXCELLENCE

inspire  
PEOPLE MANAGEMENT

renewed focus  
QUALITY SERVICE

able meetings  
LOYALTY

park ideas  
ORGANIZATIONAL  
CREATIVITY

memo

## PROFESSIONAL DEVELOPMENT PROGRAMS

*“Courage is the main quality of leadership, in my opinion, no matter where it is exercised. Usually it implies some risk—especially in new undertakings. Courage to initiate something and to keep it going.”*

– Walt Disney

### PROGRAM FORMATS



Do you need a keynote speech for your general session or breakout that benchmarks *Walt Disney World*® business philosophies and inspires your attendees to take ideas back to their organizations? Explore the Disney Approach through our program models that initiate curiosity while encouraging support for positive change. In this 90-minute presentation, a professional Disney Institute facilitator will share our success formula for the topic you choose as we present you with specific Disney examples and stories. Participants will leave this presentation inspired to think about how to adapt these ideas back in their organizations.

90-MINUTE PRESENTATION

Would you like to be engaged in discussions to identify specific action steps about how to adapt our philosophies? In these 3-hour workshops, our facilitators take our program model further by guiding your group through the process of adapting our business principles to their organizations. Participants will be engaged in relevant business applications, leaving with action steps they can implement.

3-HOUR WORKSHOP

Take the Disney Approach further by using our “living laboratory” as your classroom. Add an experience to the above 90-minute or 3-hour formats to help bring our program models to life. Options include a field experience to one of our theme parks or resorts, meetings with front-line Disney leaders and employees, and experiential activities.

ADD A FIELD EXPERIENCE,  
GUEST SPEAKER, OR  
ACTIVITY

Is the primary goal of your meeting to benchmark the Disney Approach? Choose a full-day or multi-day seminar for the most comprehensive look at business. There’s virtually no other place where you can participate in a seminar and take your learning beyond the classroom and into a “living laboratory.” We combine field experiences throughout the *Walt Disney World*® Resort, discussions with front-line Disney leaders and employees (Cast Members), and activities to support your understanding of our business practices. These experiences and speakers bring the Disney core models and concepts to life with powerful strategies, proven best practices, and tools that your attendees can then implement in their organizations.

1-DAY OR 3.5-DAY SEMINAR

competitive advantage

inspire

renewed focus

meetings

memorable

spark ideas

## CUSTOM INITIATIVES

Disney Institute can be the catalyst for positive organizational change, using a fully customized, multi-phase process to develop a powerful learning event based on your organization's unique goals and objectives. Our philosophies and best practices have helped many Fortune 500 organizations in many industries around the world redefine their cultures for greater success. Research shows that the highest levels of performance improvement result when adult learners can connect new concepts or skills to their real-life experiences. If you answer "Yes" to the following questions, you should consider one of our multi-phase custom initiatives:

- Do you have goals that include an observable cultural change within your business?
- Do you have a specific customer service, human resource, or training challenge inhibiting your organizational objectives?
- Have you considered dedicating resources toward a long-term, sustainable solution?

Following dialogue with a Disney Institute Custom Consultant, we will provide you with a detailed design proposal that will specifically meet your needs and provide a return on your investment.

### ***Phase I: We come to you***

In order to most effectively create a customized experience, we observe and experience your organization's culture firsthand. This enables our Program Consulting team to design and plan a program experience while collaborating with your team.

### ***Phase II: You come to us***

Typically, representatives are selected from each functional department. The Human Resources department will be part of this initiative. Who attends is the signature of the size and culture of the organization. This group will participate in an exclusive multi-day, highly interactive program that includes behind-the-scenes field experiences in our theme parks and resorts.

### ***Phase III: We work together***

Additional steps to support your organization's long-term strategies will depend on previous outcomes. Programs can take place either at *Walt Disney World*® Resort or your site.

*\*Price will depend on the number of participants and the level of customization needed to create a targeted program for your organization.*



competitive advantage

inspired

renewed focus

## EXAMPLES OF MULTI-PHASE PROCESS

*"We came to the Disney Institute because we knew from all of our personal experiences within The Walt Disney Company, as well as with the reputation that the Disney Institute has developed, that Disney has become a leader in training people to develop excellent customer service techniques."*

— Joe Folz  
General Counsel (retired)  
Volkswagen of America, Inc.

## RESULTS AND TESTIMONIALS

### **PricewaterhouseCoopers**

- Intern acceptance increased from 40% to 70%

### **University of Chicago Hospitals**

- Employee turnover improved 33%
- Patient satisfaction increased from 84% to 91%

### **Start Holding**

- 75% of employee respondents say their vision and mission are clear
- Knowledge about future direction increased 22%
- Receptivity of employee ideas increased from 74% to 81%



## PROGRAMS AND CAPABILITIES OVERVIEW

Our world-class programs enhance your overall meeting agenda with a serious edge. Every organization needs creative solutions to support the goals of its conference. Disney Institute can provide the content and the delivery that ensures a return on your investment in bringing your group to the *Walt Disney World*<sup>®</sup> Resort.

Our professional facilitators help you meet the challenges of creating a memorable meeting, implementing a training initiative, or moving your team to the next level. We will work directly with you to personalize each program to the needs of your audience.

Each program is designed to spark ideas that enable you to adapt Disney philosophies back in your workplace. We use the entire *Walt Disney World*<sup>®</sup> Resort as a living classroom. We leave the traditional classroom behind and immerse you in an experience you will not forget. After experiencing “The Disney Institute Difference,” your attendees will return to work inspired to make a real difference in their organizations—both culturally and financially.

Including a Disney Institute experience in your agenda is the competitive advantage to holding your meeting at the *Walt Disney World*<sup>®</sup> Resort. These programs ensure that you walk away from your meeting with more than just inspiration, but also with the tools needed to push an organization to the next level. We offer four product lines, designed to energize, inspire, and motivate your attendees:

- Professional Development Programs
- Custom Initiatives
- Team-Building Programs
- Behind-the-Scenes Tours

Sounds like fun, but what’s the result? It’s a renewed focus for your business unit, your organization, and you. We help you facilitate the links between what you see at Disney and what it can mean for you and your individual situation. And what it can ultimately mean for you is this:

- Improvement—in your processes, work environment, and service culture
- Inspiration—for yourself and those who work for you and with you
- Increases—in your productivity and, most importantly, in your bottom line

### WHO WE ARE

### WHAT WE DO

### WHY WE DO IT

competitive advantage

inspire

renewed focus

memorable meetings

spark ideas

## TEAM-BUILDING PROGRAMS

These hands-on programs are ideal for groups who want to create a more cohesive team by sharing a fun and challenging experience. Step outside your comfort zone and develop relationships in one of our unique performance challenges. Focus on critical teamwork success factors, such as diversity, trust, recognition, communication, and creativity. Of course, you can expect a few surprises that will make your experience a little more challenging and a lot more fun!

(3 hours • unlimited group size) **PLUTO'S PURSUIT**

Featuring a unique team challenge available only through Disney Institute, this program started as a team-building experience for *Walt Disney World*® Cast Members. Choose from unique Disney environments such as the *Magic Kingdom*® Park, *Epcot*®, Disney-MGM Studios, and *Disney's Fort Wilderness* Resort and Campground, based on availability and group size.

(3 hours • 52 people max.) **MAKING THE NEWS: ON LOCATION!**

Work together against the clock to produce a news magazine show "on location." During this intense and fun process, your team takes on the roles of camera operators, producers, reporters, and interview guests. In the end, the team sharpens their senses, increases the adrenaline flow, and brings the chaotic process into a smooth, organized program. Everyone receives a taped copy of the program as a keepsake of the importance of teamwork.

(3 hours • 48 people max.) **RADIOACTIVITY**

Performing in various roles, your team will rehearse and then go "live to tape" with your own classic radio drama. Your team will explore the demanding process in which all of the elements to produce a live radio show, including those crazy sound effects, come together to create "theater of the mind." Everyone receives a copy of the radio drama as a keepsake of their experience together.

*All programs are 3 hours in length. For an additional \$50 per person we will include an expanded team dynamics model and assessment of your team quantifying your team's performance (4 hour program).*

## BEHIND-THE-SCENES TOURS

If you've ever wondered what goes on behind the scenes at the *Walt Disney World*® Resort, then one of these tours is a must! Showcasing the attention to detail we are so famous for, attendees get an unforgettable glimpse into a side of our "World" most Guests never get to see! The first three tours are exclusive to convention groups.

(3 hours • 200 people max.) **INNOVATION IN ACTION**

From the first "talking" cartoon in 1928 to his bold vision of an Experimental Prototype Community of Tomorrow, Walt Disney always pushed the limits of technology. His innovative ideas inspired the creation of the *Walt Disney World*® Resort. This program is an unforgettable journey, where you see, firsthand, how we make "magic"!

(3 hours • 150 people max.) **INSPIRATION: THROUGH WALT'S EYES**

Many people remember "Uncle Walt" on TV every Sunday evening as a dreamer and doer. What many people aren't aware of, however, are the events and milestones in Walt Disney's life that inspired the fine details around the *Walt Disney World*® Resort.

(3 hours • 90 people max.) **DISNEY BY DESIGN**

Discover the techniques and "tricks of the trade" used by Disney artists, designers, and landscapers to turn resorts, theme parks, and office buildings at the *Walt Disney World*® Resort into masterpieces of illusion. Discover how Disney uses architecture, color, landscaping, furnishings, and an acute attention to detail to evoke a variety of themes.

(7 hours • 20 people max.) **BACKSTAGE MAGIC**

Ever wonder what it takes to create special effects and details found throughout the *Walt Disney World*® Resort? Astound your group as Backstage Magic unveils the fine points behind the artistic, technical, and scientific operations in the theme parks.

(3 hours • 90 people max.) **GARDENS OF THE WORLD**

Disney landscaping is a recognized show in itself, providing color and enjoyment throughout the year. This fascinating program studies various gardens of the *World Showcase* at *Epcot*® with an expert responsible for maintaining the horticultural "show."

(3 hours • 150 people max.) **HIDDEN TREASURES**

*Epcot*® is home to a family of nations standing side by side along the shores of the *World Showcase* Lagoon. Join us for an in-depth study of the cultures of our international community featuring an extraordinary collection of art, architecture, and costumes.

*Please contact your Disney Event Sales Manager for more information.*

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