



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
renewed focus
inspire
spark ideas
meeting

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 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 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.

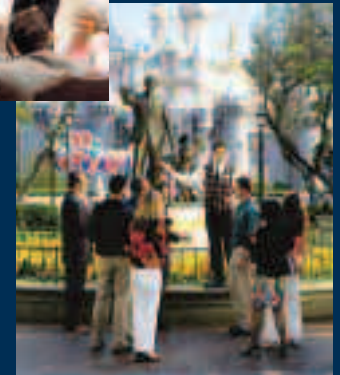
Leadership Excellence explores strategies and methods for improving team results through great leadership. Without strong leadership, organizations will not grow and succeed. Our great leaders use proven leadership philosophies to exhibit the values and behaviors that generate results—period.

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 Resorts*.

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.



LEADERSHIP EXCELLENCE

PEOPLE MANAGEMENT

QUALITY SERVICE

LOYALTY

ORGANIZATIONAL CREATIVITY

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 The Walt Disney Company 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.

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.

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.

Is the primary goal of your meeting to benchmark the Disney Approach? Choose a full-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 *Disneyland*® 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.

Disney Institute prides itself on distinctive content and compelling facilitators. Now in the Executive Series, key members of Disney’s Executive Committee are available to share their incredible front-line experiences. For off-site conferences or at one of our amazing resorts, trust our leaders to inspire your audience and recharge them with powerful professional development concepts.



90-MINUTE PRESENTATION

3-HOUR WORKSHOP

ADD A FIELD EXPERIENCE, GUEST SPEAKER, OR ACTIVITY

FULL-DAY SEMINAR

THE EXECUTIVE SERIES

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 *Disneyland*® 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.*



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 *Disneyland*® 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 all Disney Parks as living classrooms. 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 *Disneyland*® 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

memorable

spark ideas

TEAM-BUILDING PROGRAMS



Disney Institute has created a series of fun and challenging ‘hands-on’ programs designed to encourage teamwork and foster better relationships. By using internationally recognized team-building components such as diversity, trust, recognition, communication, and creativity, each course conveys information applicable to any organization, anywhere on earth. And in true Disney tradition, you can expect a few surprises that will make your experience a little more challenging — and a lot more fun!

Teams band together “in pursuit of the prize” during this one-of-a-kind scavenger hunt throughout the *Disneyland*® Resort. Following a brief introduction to teamwork, your group is given supplies for a scavenger hunt in a unique *Disneyland*® Resort environment. In this three-hour program, an unlimited number of attendees can participate in a unique team challenge available only through the *Disney Institute*.

Consider this three-hour program that has people working against the clock to produce a news magazine show on location. It’s an intense, demanding, and entertaining process as you and your team members take on new careers as camera operators, producers, and reporters. As the adrenaline flows, your team must stay on its toes as you coordinate camera cues, script changes, and control room directions into a smooth, organized program.

Become part of a project management team, charged with building and operating a Theme Park. During this high-energy engagement, the participants are challenged with a deadline, budget, and unique resources. Balancing attention to detail and the big picture, your team’s diversity of perspective and collaboration will result in the launch of a successful Theme Park operation.

The Incredible Race is an entertaining activity that tests your team’s creativity quotient. Participants must solve a series of challenging puzzles or team activities before progressing to the next challenge point. Solving the “Speed Bumps” along the way will shorten your finishing time. Team work and communication are essential. You may be the first to cross the finishing line, but not the first prize winner. Ideal for both small and large groups, individuals will learn critical skills for applied creativity.

Participants race against the clock to uncover clues and complete tasks in this exhilarating exploration of *Disneyland*® Park. From Adventureland to Mickey’s Toon Town to Tomorrowland and everything in between, participants will have the opportunity to experience attractions and discover the hidden treasures that is part of the magic of the *Disneyland*® Resort.

PLUTO’S PURSUIT

ON LOCATION!

TEAM PARK CHALLENGES

INCREDIBLE RACE

MOUSEQUEST FAMILY SCAVENGER HUNT

BREAKOUT SESSIONS

Infuse your conference with energizing breakout sessions. *Disney Institute* can provide a variety of topics that challenge the typical meeting scenario with interesting developmental options for attendees. *Disney Institute* can do multiple breakouts in addition to a keynote or a teambuilding event for any convention or group.



Please contact your Disney Sales Manager for more information.
Phone: 407-566-2665 • Website: www.disneyinstitute.com