

IT'S A SMALL, SMALL WORLD:

The Globe is Shrinking ...
Is Your Business Expanding?

7 Lessons from *Disney U* about:

**Creativity, Culture,
& World-Class Service**



A LESSON FROM

The *Lost Princess*

SERVICE RECOVERY

How Would Your Team

RESPOND?

What **feelings**
are you creating?

Hire Right
Train Right
Treat Right

“

What happens ‘backstage’ will end up ‘on-stage.’ If we aren’t friendly with each other ... smiling and saying ‘good morning,’ then we’ll have a similar attitude toward our guests.”

Van FRANCE

Founder, Disney University

*“Marketing is the time and money you spend to get people **in the door**. Training is the investment you make to get guests to come back and cast members **to stay**”*

Jim CORA
Chairman, Disneyland International

#1

Lesson

**SIMPLIFY THE COMPLEX
WITH
CRYSTAL CLEAR PRIORITIES**

SAFETY

CCOURTESY

INCLUSION

SHOW

CCAPACITY

Lesson

#2

KEEP PLUSSING THE SHOW

“We have to keep ***plussing*** our show. If we ever lose them, it will take us ten years to get them back.”

Walt DISNEY

Lesson #3

**ALL BUSINESS IS
... SHOW BUSINESS!**

How do You Differentiate?

*EX*PLICIT *EX*PECTATIONS

“Good Show”

“On Stage”

“Bad Show”

“Backstage”

Flawless *EX*ECUTION

Lesson

#4

POPCORN EMPOWERMENT

Trust + Training = Engagement

SERVICE RECOVERY

Create Superheroes with...

**Popcorn
EMPOWERMENT**





#5

Lesson

WALK THE PARK

Building Trust

“

Disneyland must be clean
enough to eat from the
streets. ”

Walt DISNEY

“The *Happiest*
Place
on EARTH”



CULTURE

more than a pretty castle

CAPTURE HEARTS & MINDS

Create a lasting culture

“Facts are easy to identify, I was looking for **feelings**.”

Van FRANCE

Founder, Disney University

**DO YOU SEE IT
LIKE I SEE IT?**

CULTURE

How sturdy is *your*
foundation?

Lesson #6

DREAMERS & DOERS

The brilliance of balance



dreamers & DOERS

BALANCED TEAMS

WALT
dreamer

Visionary

Risk-Taker

Art

ROY
doer

Implementer

What if?

Science

WITH BOTH
You'll
DOMINATE
Your Market

WITH ONE
You're
Done

“Walt Disney always had
one foot in the *past*, and
one foot in the *future*.”

Marty SKLAR

Vice Chairman, Disney Imagineering



**WHO IS YOUR
TRUTH-TELLER?**



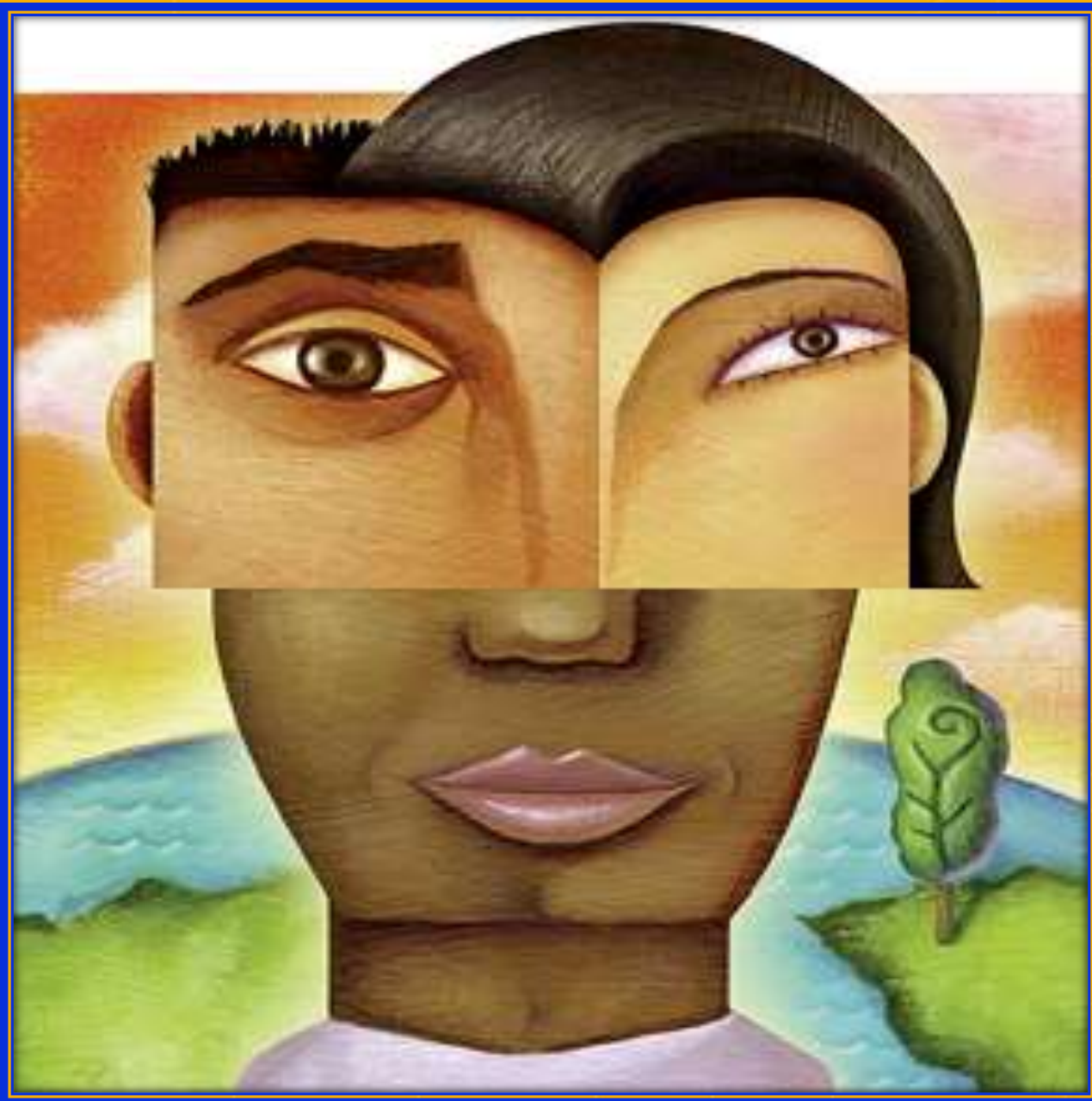
#7

Lesson

CHANGE OR PERISH

THE WORLD IS CHANGING

Are You?



GLOBAL STRATEGIES IN A LOCAL MARKET

The Changing Face of
Today's Customer

“Van brought up pointed and controversial ideas that kept us **thinking.**”

Bill Ross
Senior VP, Disney Parks & Resorts

THE WORLD IS CHANGING

A Lesson From:

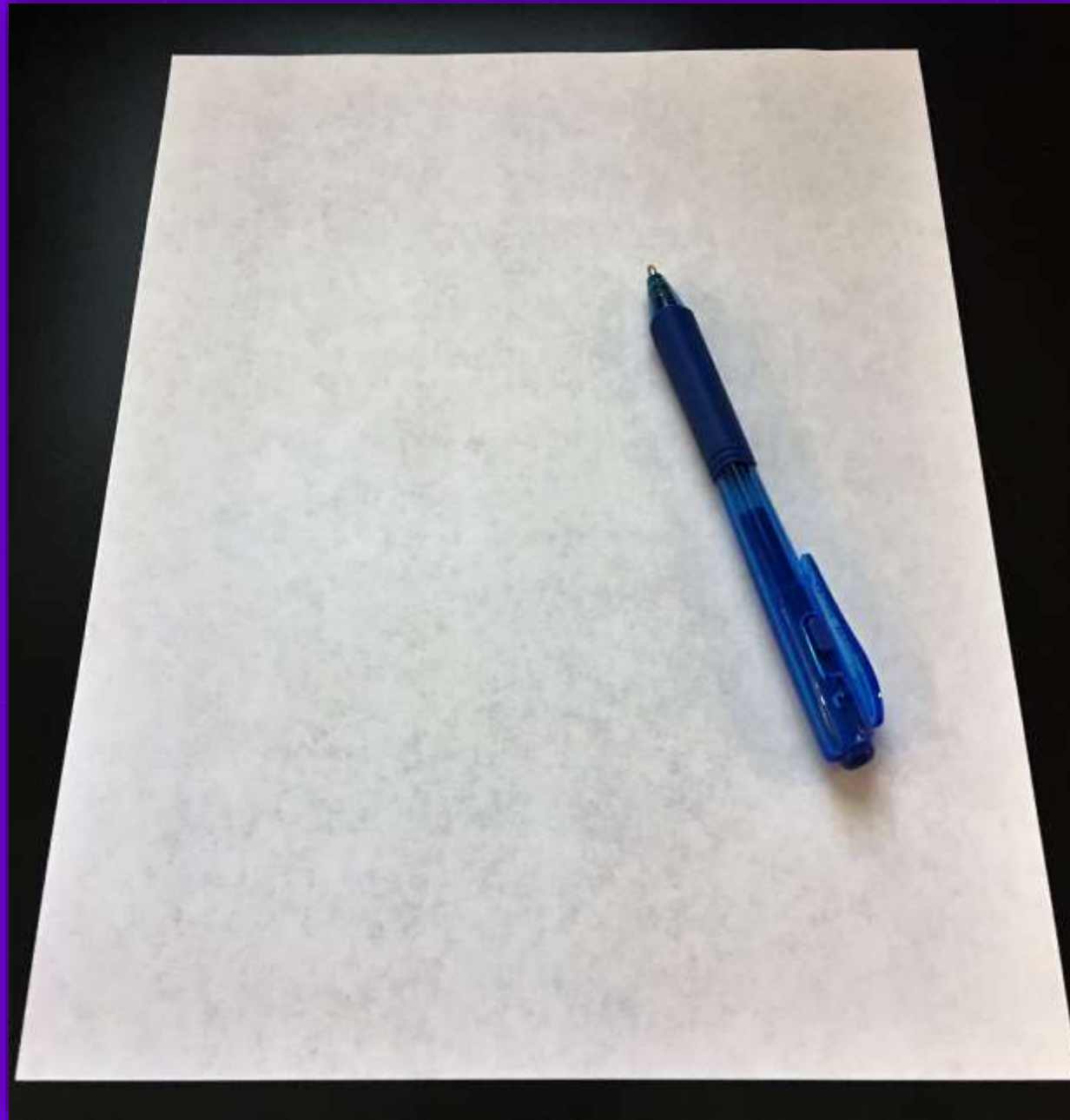


Starbucks

When is a **Train** Not a *Train*?

How **CLEAN** is CLEAN?





“Budgets might
be tight, **creativity**
is free.”

Van FRANCE

Founder, Disney University

www.DougLipp.com

“The trouble with people is we grow up. We forget what it's like to be 12 years old.”

Walt Disney

Doug Lipp, www.douglipp.com



@DougLipp
#DisneyU



Disney Best Practices

