



“ A leader is anyone who influences change. ”

Disney's Approach to Leadership Excellence

The Walt Disney Company is recognized worldwide as a storytelling company that engages the emotions of its audience. At Disney Destinations around the globe, we've discovered that leading by example is a storyline that delivers tangible results: improved behavior and increased productivity. By consistently demonstrating the behaviors we value, our leaders speak volumes about the methods the company values—methods that our teams learn to follow. Every leader is telling a “story” about what he or she values.

PROGRAM BENEFITS

Gain insight into time-tested Disney strategies and tactics for improving business results through exceptional leadership. Throughout this experience you learn the details of the Disney Leadership Excellence Model and how to adapt it to improve results within your own organization.

You will learn how to:

- Adapt proven Disney leadership strategies and best practices to your organization.
- Develop and communicate your leadership vision.
- Establish and maintain effective systems and structures to meet goals.
- Apply the strategies Disney leaders use to foster individual responsibility across the organization.
- Inspire commitment and leadership development in others.
- Implement your own action plan to align your vision, goals and continued development.

WHO SHOULD ATTEND

Anyone interested in benchmarking the time-tested leadership philosophies of one of the most recognized names in business to improve his or her ability and lead a successful, committed organization.



PROGRAM CONTENT

The Story of Disney Leadership

The accomplishments of any organization can be traced directly to the combined efforts of everyone involved. It's the role of the leader to channel that effort into a guided direction. The history of the Disney company shows how its founder, Walt Disney, set the example of leadership by being clear about what he valued, and showed subsequent leaders how to continue his legacy by seeking proactive change while sharing the same core values.

Learning Objectives

- Recognize how leaders communicate their values to others.
- Refine your personal definition of leadership and examine Disney's definition.
- Explore the impact one leader can have on an organization.

Envision the Future

Creating a significant change in an organization begins with a clear vision of the future, rooted in core values and communicated with passion. Drawing on decades of storytelling heritage, a Disney leader shares the vision in a way that makes an emotional connection and motivates action.

Learning Objectives

- Define "vision" and recognize the purpose of the leader's vision.
- Communicate your vision and examine personal methods for inspiring others.
- Examine strategies Disney leaders employ to create and communicate the vision.

Organize the Operation

At Disney, we believe that how the organization is designed and how it operates is the basis for success or failure. We also understand that while this is simple, it's not easy. That's why some organizations thrive and others fail. We believe that an organization can't survive over time without being willing and able to examine the key components of organization: planning, role clarification, right-fit talent, accountability, and supporting processes.

Learning Objectives

- Identify the behaviors leaders demonstrate that contribute to organized/disorganized operations.
- Explore the balance between talent and technology in structuring work.
- Examine the strategies Disney employs to organize the operation.



PROGRAM CONTENT *(CONTINUED)*

Engage the Team

Disney Cast Members are engaged because they are given the responsibility, the tools, and the power to strive for performance excellence. Whether it's leading Guests down the rivers of the world on the Jungle Cruise or performing in a daily parade, through their ownership of each task, they show initiative in their work and take pride in their performance. In your workplace, what prevents people from taking more responsibility for the organization? What will need to be changed to make your team more effective?

Learning Objectives

- Describe the benefits of an engaged workforce.
- Discuss the barriers that prevent employee engagement.
- Examine the strategies Disney leaders employ to engage employees in their own performance.

Commit to Results

Change doesn't happen overnight. On the way to the goal, it's easy for the group to get distracted and forget what they originally set out to do. Commitment is the bridge that connects the leader's vision with measurable impact on the organization. Committing to results involves a set of day-to-day strategies to focus attention and build momentum to real achievement.

Learning Objectives

- Recognize the need for ongoing support to sustain an organizational change.
- Benchmark organizational methods for measuring results and holding employees accountable.
- Examine strategies Disney leaders employ to commit to achieving results.

Leave a Legacy

Disney leaders recognize that the values and behaviors they demonstrate day-to-day will be remembered longer than their accomplishments. With the ability to influence those around them, leaders need to live the values of the organization on a daily basis. Not only does this reveal what they personally value, it provides insight into their character and ensures that their leadership will have a long-lasting, positive impact.

Learning Objectives

- Plan the actions you will take to activate change.
- Acknowledge the legacy that role model leaders have left through their influence on your leadership.
- Discover how Disney leaders strengthen their leadership effectiveness through alignment of personal and organizational values.
- Examine the strategies Disney leaders employ to leave a legacy.