



DISNEY'S APPROACH TO LEADERSHIP EXCELLENCE

The Walt Disney Company is recognized worldwide for its focus on storytelling that engages the emotions of audiences. 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 proven Disney strategies and methods for improving business results through exceptional leadership. Throughout this one-day 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 processes and structure 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 proven leadership philosophies of one of the most recognized names in business to improve his or her ability and lead a successful, committed organization.



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PROGRAM CONTENT

The Power of Story - Living the Vision

The accomplishments of any organization can be traced directly to the combined efforts of everyone involved. It's not just theory. By analyzing the results of "performance excellence" – the Disney business practice where individual responsibility creates collective success – we validated the correlation between effective leadership and business improvement. The key? Every individual at every level and in every position must be treated with the same respect they are expected to convey to the customer.

Learning Objectives:

- Understand why a vision for the future is critical to success.
- Examine the strategies Disney leaders employ to align their personal vision with the organization's vision.
- Learn to unleash creativity by developing a vision for your area of influence.
- Communicate your vision and examine personal methods for inspiring commitment in others.
- Explore the values and behaviors of leaders who can effectively communicate and live a vision.

Organize Our Structure and Processes for Success

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 this is simple, but 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 change two central components of organization: structure and processes.

Learning Objectives:

- Make the connection between the leader's vision and the organization.
- Examine the strategies Disney leaders employ in developing organizational structure and processes.
- Experience Disney processes and the organizational structure that supports them.
- Discover how leadership values and strategies support the Guest experience.

Leaders Who Engage Those They Lead Generate Success

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?

Change is the engine of growth and the catalyst for creativity; it is the force that sparks an organization to take a look at the familiar in new ways. It motivates action and achievement to ensure that positive changes take hold and become the accepted way of doing business.

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PROGRAM CONTENT (*CONTINUED*)

Learning Objectives:

- Examine the strategies that Disney leaders use to help employees take ownership and get involved in the business.
- Discuss how implementing a change in the organization can affect its performance over time.
- Discover Disney examples that demonstrate the results of active partnering and the leader behaviors that foster them.
- Examine the strategies that Disney leaders employ to keep their teams constantly improving and reaching new goals.

Commit to Your Personal and Organizational Success

Commitment is a bridge that connects individual vision with impact on the organization. Commitment comes to life through behaviors. Disney leaders proactively innovate. They make changes to produce dramatic leaps in Guest service. Our leaders utilize developmental opportunities and challenge themselves as they challenge their teams. We believe that passionate leaders build lifetime relationships that build excitement about success.

A committed leader is someone employees trust and someone they feel cares about them as individuals. 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:

- Discuss how implementing a change in the organization can affect its performance over time.
- Examine the strategies that Disney leaders use to keep their team constantly improving and reaching new goals.
- Examine the strategies that Disney leaders employ to connect with people and sustain long-term success as leaders.
- Explore the values and behaviors that make leaders effective when dealing with change.
- Challenge yourself to make dramatic leaps in your leadership performance.