



The Business Behind the Magic Tour

In addition to creating a magical environment for Guests from around the world, Walt and Roy Disney mastered the art of business. In the end, they determined that creativity/innovation, leadership excellence, quality service, brand loyalty, and selection, training and engagement were the five key principles that would forge an invaluable formula for success. Not only have these time-tested business lessons helped establish Disney as one of the world's leading brands, but thousands of organizations around the world have also successfully adapted these principles in their own pursuit of excellence.

Now you have the unforgettable opportunity to go behind-the-scenes and experience time-tested Disney business philosophies at one of the leading business operations in the world firsthand.

This 3-hour tour features the five core principles taught by *Disney Institute* and shows how they come to life each day at the *Walt Disney World*® Resort for Cast Members and Guests. You will explore the following locations:

Textile Services: Visit a state-of-the-art laundry facility, one of the largest in the world, to see how committed, responsible, inspiring leaders are able to motivate a team to achieve amazing results. *(Highlights from Disney's Approach to Leadership Excellence and Creativity & Innovation)*

Epcot® Cast Services: Experience the "Backstage" area from a Cast Member perspective. See how the *Walt Disney World*® Resort creates a supportive environment for the Cast Members as they prepare to go on stage. Discover the important role backstage areas play in creating a caring environment. *(Highlights from Disney's Approach to Selection, Training & Engagement and Creativity & Innovation)*

Main Street, U.S.A.®: Take a stroll through this turn-of-the-century walkway to better understand how we strive to exceed the expectations of our Guests. Discover a tool that helps go beyond standard demographics to meet the needs, wants, stereotypes, and emotions of Guests with innovative products & services. *(Highlights from Disney's Approach to Quality Service, Brand Loyalty and Creativity & Innovation)*

The "Utilidor" System: Journey beneath the *Magic Kingdom*® Park to visit support systems designed to improve the experiences of Cast Members and Guests alike. Discover how we use simple tools to engage and empower Cast Members to create lasting customer relationships that drive repeat business and brand loyalty. *(Highlights from Disney's Approach to Brand Loyalty and Creativity & Innovation)*

Concepts from at least one *Disney Institute* core topic are featured at each location throughout the tour, along with quantitative examples of how each area successfully implemented those concepts. Your experience can be tailored to emphasize a particular core topic by substituting any of the tour stops with one of four additional locations*.

3 Hours

\$5,000 for up to 25 guests; \$200 per each additional guest over 25 - Including transportation

(For groups over 200 Guests, please contact your Disney Representative.)

Participants must be at least 16 years old and carry government issued photo identification (Driver's License, etc.). There is walking involved, so comfortable shoes are recommended and attire should be suitable for current weather conditions. Closed toe and closed heel footwear is required to enter Central Shops. Please notify Disney Institute Programs of any Guests with special needs. Actual locations, or the order in which they are presented, are subject to change.



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*Additional tour locations:

Walt Disney World® Resort Nursery and Tree Farm: Go behind-the-scenes to see how Disney horticulturists create world-famous topiaries. Examine Disney leadership strategies and discover the benefits of involving people and positive partnering among teams. *(Highlights from Disney's Approach to Leadership Excellence)*

Walt Disney World® Resort Casting Center: With a workforce of over 60,000 people, a defined corporate culture is critical. Explore the Cast Member selection process to see how the Disney culture is communicated throughout the hiring experience and infused into critical processes. *(Highlights from Disney's Approach to Selection, Training & Engagement)*

Central Shops: Uncover a rarely seen hub of activity where dedicated Cast Members build and maintain much of what Guests experience throughout the Theme Parks and Resorts. Journey through this 300,000 square foot manufacturing and maintenance facility to see where and how the "magic" is made. *(Highlights from Disney's Approach to Quality Service, Creativity & Innovation, and Leadership Excellence)*

Epcot® Innoventions: Harnessing the power of a brand is one of the most efficient and effective ways for organizations to position themselves for long-term success. Explore a popular Theme Park experience where building brand equity in an organization is accomplished by leveraging business-to-business relationships with alliance partners. *(Highlights from Disney's Approach to Brand Loyalty)*