



Operation Disney: The Magic Backstage

When Walt Disney unveiled *Disneyland*® Park to the public more than half a century ago, he established new and lasting standards for Theme Parks, Resorts, and family entertainment. Behind-the-scenes, he was also introducing new rules for business.

In addition to creating a magical environment for Guests, Walt was keenly focused on mastering the art of business. In the end, he 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 adapted these principles in their own pursuit of excellence.

Disney Institute takes you behind-the-scenes to reveal how *Disneyland*® Park was created. Following lessons on quality delivered along **Main Street, U.S.A.**®, you'll step backstage to visit **Cast Costuming**, the **railroad and monorail roundhouse**, and the **Pyrotechnics Launch Area** where skilled *Disney Institute* facilitators will highlight real examples of how the time-tested Disney business strategies can help your organization succeed. Regardless of the setting, as you travel backstage, you'll sense that even with thousands of job descriptions, every Disney Cast Member works with a shared sense of purpose that contributes to the bottom-line.

Intriguing and unforgettable, this unique experience affords you a first-hand view of the invaluable business philosophies of Walt Disney himself. As you witness the day-to-day operation of his first Theme Park, you'll gain insights into more than 85 years of business principles that can be easily adapted and implemented in your own organization... and inspire your team to new heights.

3 Hours

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

(For groups over 50 Guests, please contact your Disney Representative.)

Participants must be at least 16 years old and carry government issued photo identification (Driver's License, etc). This tour is conducted entirely by walking, so comfortable shoes are recommended and attire should be suitable for current weather conditions. Closed toe and closed heel footwear is strongly recommended. Theme Park admission is not included or required. Please notify Disney Institute of any guests with special needs. Actual locations, or the order in which they are presented, are subject to change.