

Disney Institute Fact Sheet



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Since premiering its first professional development program in 1986, Disney Institute has become one of the most recognized names in the world of professional development. Today, Disney Institute offers a full portfolio of programs that let executives and frontline leaders from other organizations “experience the business behind the magic.”

Immersive experiences at the Disneyland Resort in California and the Walt Disney World Resort in Florida take participants behind the scenes to meet with Disney leaders and discover proven strategies that are easily applicable to other organizations.

And, because great ideas travel well, Disney Institute offers a variety of group programs that can be presented at Disney resort destinations or client sites around the world.

The Disney Difference in Professional Development

Disney Institute programs showcase powerful Disney business strategies and practices that have stood the test of time and are easily transferable to other organizations. Learning experiences are as unique as the program content and enable participants to:

- Benchmark proven best practices, and go beyond textbook theory
- Visit onstage and behind-the-scenes locations
- Meet with Disney leaders to learn firsthand how they turn management philosophy into standard operating procedure

Industries and organizations that have turned to Disney Institute include:

- Automotive
- Banking and Finance
- Education
- Food Service
- Government
- Healthcare
- Insurance
- Manufacturing
- Nonprofits
- Pharmaceutical
- Retail
- Transportation



Pre-opening visits to Disney Theme Parks highlight how people, processes and systems come together to create service experiences that consistently exceed Guest expectations.



Tours of manufacturing and support facilities emphasize the importance of paying attention to detail and building organizational pride.



Guided field experience to behind-the-scenes locations showcase the business behind the magic.

[The Boeing Company](#)

"We worked with the Disney Institute to develop a customer service training course specifically for our airline customers. The Boeing part of the training informs the airlines about the features we're building into our new 787 aircraft and reinforces how they can use those features to leverage their service. The Disney Institute helps the airline understand how creating simple, consistent service standards can dramatically impact the experience they provide their customers."

– Bud Sharpe, Strategy and Analysis Specialist



Walt Disney World Theme Parks provide backdrops for fun and exciting teambuilding programs that explore risk taking, collaboration and problem-solving.

Program Topics

When Disneyland Resort opened in 1955, it did more than create a new form of entertainment; it established entirely new standards for leading effectively, managing people, providing service and creatively running a business. It didn't take long before Disneyland became as famous for the way it operated as it did for the entertainment it offered.

More than 50 years later, the Disney approach continues to be the focus of countless case studies, books and articles. Only Disney Institute offers the definitive study of the Disney approach, with programs dedicated to the topics of:

- **Leadership Excellence** – Explores strategies and methods for improving team results through great leadership. Participants learn how great Disney leaders use proven leadership philosophies to exhibit values and behaviors that generate results.
- **People Management** – Offers insights into how Disney fosters an organizational culture that inspires employee pride and ownership. Participants discover how selection, training, communication and care can help foster a supportive environment that enables employees to deliver outstanding service.
- **Quality Service** – Showcases how Disney uses psychographics and demographics to better understand the needs of its Guests. Participants also gain insight into how a service infrastructure and service standards help to consistently exceed Guest expectations.
- **Loyalty** – Examines ways in which Disney drives bottom-line results by creating more powerful relationships with Guests and Cast Members. Participants explore ways to retain customers for life and to deliver more effectively on a brand promise.
- **Organizational Creativity** – Studies ways to foster a culture of creativity and leverage the full potential of employees. Participants learn how to align organizational identity, structural systems and a collaborative culture to create innovative products and services.

Program Formats

Disney Institute content is available in a variety of formats, including customized programs, presentations and workshops for groups and individual-enrollment programs that are regularly scheduled throughout the year.

Custom Initiatives

Disney Institute custom programs can be the catalyst for dramatic organizational change. These intervention-type programs rely on extensive front-end analysis, collaborative content development and post-program follow-up to address each client's unique goals and objectives. Phases of this customized process include:

- **Phase 1: We come to you** – Disney experts travel to the client's site to analyze the organization's culture and operation firsthand. This starts a collaborative process that enables the Disney Institute team to develop custom-created content to address specific business needs and learning objectives.
- **Phase 2: You come to us** – Key personnel from the client organization travel to the Disneyland Resort in California or the Walt Disney World Resort in Florida to participate in multiday learning experiences, meet with Disney leaders in the field and observe Disney business strategies in action.
- **Phase 3: We work together** – The Disney Institute team works with the client to implement the customized content and to develop a long-term plan for sustaining the culture shift and strategic and tactical changes. Programs can take place either at a Disney Destination or the client's site.

Group Programs

Available at client sites or Disney Destinations around the world

From keynote presentations to multi-day learning experiences, Disney Institute offers content and program formats that are perfect for gatherings of seasoned executives or new frontline managers. Topics such as people management, quality service, creative leadership, loyalty and organizational creativity come to life in:

- **90-Minute Presentations** – A Disney Institute facilitator may serve as the host for an insightful look at a topic chosen by the client. Rich program content and insightful personal stories are presented in a way that inspires attendees to consider how to adapt Disney best practices into their organizations. This format is an ideal option for general session content or a breakout session speaker.
- **3-Hour Workshops** – Throughout these engaging discussions, facilitators guide the group through the process of adapting Disney's business principles to their organization. Participants leave the session with relevant business applications and action steps to implement.
- **Field Experience, Guest Speaker or Activity** – Available exclusively at the Disneyland Resort in California and the Walt Disney World Resort in Florida. The 90-minute and three-hour workshops can be enhanced with a guided field experience to a Disney operating area or with a special presentation by a Disney executive guest speaker.
- **1- or 3 1/2-Day Seminar** – Available exclusively at the Disneyland Resort in California and the Walt Disney World Resort in Florida. These programs offer the most comprehensive studies of the Disney approach. Guided field experiences to onstage and behind-the-scenes locations and meetings with Disney leaders dramatically bring classroom content to life.

General Motors

Why Disney Institute?

"The Walt Disney World Resort philosophy of building a loyal customer base by consistently delivering superior value closely parallels the principles behind Cadillac Standards for Excellence."

- Kari McGraw, Division Vice President and Operations Manager for General Motors Standards for Excellence



Participants in the "Radio Activity" teambuilding program race to create a series of commercials using sound effects, music and imagination.



The Disney Approach to Leadership Excellence program recently debuted at the Disneyland Resort.

Individual Enrollment Programs

Individual business professionals and small groups will find a full slate of professional development programs available throughout the year at the Disneyland Resort in California and the Walt Disney World Resort in Florida.

Each 3½-day program is an immersive look inside the Disney operation and offers the chance to visit onstage and behind-the-scenes locations and network with a variety of Disney leaders.

Program topics include:

- The Disney Approach to Leadership Excellence
- The Disney Approach to Loyalty
- The Disney Approach to Organizational Creativity
- The Disney Approach to People Management
- The Disney Approach to Quality Service

The “Business Behind the Magic” Today

Over the years, Disney Institute has become one of the most recognized names in the professional development industry. This renowned training entity brings new ideas and best practices to organizations everywhere. World-class programs offered by Disney Institute can enhance every aspect of an organization with content and delivery that can drive significant return on investment.

Disney Institute facilitators inspire individuals and organizations alike, and can help teams reach the next level. Each program is personalized to meet the needs of its audience and designed to spark ideas that enable groups to adapt Disney philosophies into their own workplaces.

Professional Accreditation

Continuing education credit is available to Disney Institute program participants through a variety of accrediting bodies, including the American College of Healthcare Executives, the Annenberg School for Health Sciences at Eisenhower, the Human Resource Certification Institute and the National Association of State Boards of Accountancy.

New Offerings

Disney Institute is constantly growing and has broadened its educational offerings. Creativity and innovation, the hallmarks of The Walt Disney Company, provide core content for many of the sessions. The training organization continues to reinvent itself, most recently through:

- Expanding its popular series of individual-registration programs by introducing them at the Disneyland Resort in California
- Increasing its international presence by offering programs to groups meeting at Disney Destinations around the world
- Bringing programs “on-site” to client headquarters and other select locations
- Working with an international collection of universities and professional organizations to introduce programs to local business communities around the globe



More than a million business professionals have “earned their ears” through Disney Institute professional development programs.

Siemens Medical Systems

“We were aware of Disney Institute’s reputation and flexibility for customizing its content for multiple types of audiences. Our meeting participants gained new insights about ideas and approaches undertaken by an entertainment company that they could adapt for their own operations and their individual roles.”

– Jim West, Director,
Management
Development & Training