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The Disney Approach to Leadership Excellence

"I have an organization of people who are really specialists. You can't match them anywhere in the world for what they can do. But they all need to be pulled together, and that's my job."

A handwritten signature of Walt Disney in black ink.

This is one of the many exceptional business philosophies supporting decades of Disney success. You'll discover many more extraordinary and applicable business practices in an equally extraordinary place.

Who Should Attend

This program is on target for business professionals who want to:

- Improve their leadership approach by comparing their personal values with those of their organization to determine areas of opportunity
- Evaluate the key points of the organization's vision and decide how to translate them into a new vision for the teams they're leading
- Evaluate the structure and culture of their team to achieve maximum effectiveness
- Gain employee involvement in making decisions and taking action
- Identify the leader behaviors that sustain the progress of the team
- Ensure that they're leaders with IMPACT!

What It's All About:

This program is ideal for mid-level managers of large companies, upper-level managers of small companies, and any leader who wants to benchmark the Disney approach. The program will allow you to take the fundamental leadership philosophies guiding the success of the *Walt Disney World*[®] Resort and adapt them to your organization. Combining classroom sessions, application exercises, field experiences, and interaction with Disney leaders, *The Disney Approach to Leadership Excellence* guides participants in discovering, firsthand, the leadership principles that are at the core of Disney's organizational strength.

Benefits of Attending

In this 3½-day seminar, you'll discover how to:

- Interpret the organizational vision for your team and communicate it in a way that motivates action
- Examine the culture of those you lead and structure them in a way that maximizes involvement
- Employ strategies that will enable your team to take a proactive approach to change
- Identify the leadership values and behaviors that will contribute to your success as a leader
- Apply the learnings from your leadership action plan so that you can achieve alignment of your vision, goals, and leadership development

The Disney Approach to Leadership Excellence

Program Agenda

Opening Night



5:00 p.m. - 5:45 p.m.

Program Registration and Buffet

Receive your program notebook, name tag, and participant list. This is also when you'll have an opportunity to begin networking with other program participants.

5:45 p.m. - 8:00 p.m.

Opening Session

Uncover the legacy of leadership that has contributed to the long-lasting success of the *Walt Disney World*® Resort. In this first working session, you'll witness the Disney difference in leadership, the "power of story," and learn the connection between a person's values and the ability to lead others. You'll also examine the current *Walt Disney World*® approach to leadership, a five-part model that serves as the framework for the program. The opening session is an excellent opportunity to network with other professionals from around the country and share ideas and solutions to mutual business challenges.

Due to the changing nature of field experiences and theme park operating hours, the agenda is subject to change.



Day One

7:30 a.m. - 4:00 p.m.

Vision

Examine the first part of the leadership model to understand why a leader's vision is critical to success. Focus on the distinct difference between the leader's vision and the organization's vision statement, using Walt Disney as a model for visionary leadership.

Strategies for Vision

Explore the strategies that *Walt Disney World*® leaders employ to ensure their vision is aligned with the organizational vision at all levels.

The Leader's Vision

Develop your vision for those whom you lead by participating in a unique activity that takes you out of the present and into the future.

Leadership Action Steps for Vision

Analyze the *Walt Disney World*® leadership values that contribute to "vision" and consider behaviors that support those values. Capture your learnings by identifying the values and behaviors that will contribute to your approach to vision.

Involvement

Examine what leaders must do to create a work environment that encourages employees to get involved in the business. Determine how employee involvement exists within the supporting framework of the organizational structure and culture.

Involvement Field Experience

Meet with a *Walt Disney World*® leader to see how front-line Cast Members have been mobilized by their leaders to take responsibility for themselves and make a commitment to the success of the business. Debrief the experience by exploring the strategies *Walt Disney World*® leaders employ to create an environment that makes the best use of employee involvement.

Leadership Action Steps for Involvement

Identify the leadership values and behaviors that you will demonstrate in order to gain involvement in your own leadership situation.

Organization Introduction

Examine how leaders organize the people they lead and involve them in turning the vision into reality. Understand the *Walt Disney World*® Resort's leadership accountability matrix, a tool that explores how balancing business results with leadership behaviors contributes to success.

Duckburg Inc.

Participate in an activity that demonstrates why leaders must develop the organizational structure and culture for effective communication.

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Day Two



7:30 a.m. - 4:00 p.m.

Walt Disney World Leadership Development

Examine the methods used to develop leadership throughout the *Walt Disney World*® Resort organization.

Organization Field Experience

Meet with a *Walt Disney World*® leader and learn how performance improved after leaders changed the structure and, in turn, affected the culture of the organization. Discuss the strategies that *Walt Disney World*® leaders employ to ensure that the organization's structure and culture work together to encourage involvement and enhance performance.

Leadership Action Steps for Organization

Continue identifying your leadership values and behaviors by focusing on those that will contribute to your successful approach to organization.

Change

Examine why leaders must take a proactive approach to change in order to keep their team "on top of their game." Understand the challenges leaders encounter when attempting to lead their team toward a new way of operating.

Change Activity

Participate in an experiential team activity and explore the strategies that *Walt Disney World*® leaders employ to keep their teams constantly improving and reaching new goals.

Leadership Action Steps for Change

Finalize your thoughts about the values and behaviors leaders must demonstrate in order to have "change" working for them rather than against them.

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Day Three



7:30 a.m. - 1:30 p.m.

Values and Behaviors: The Character of a Leader

Discover how a model leadership philosophy will contribute to the long-term success of your organization and your career as a leader.

Strategies for Character

Study the key leadership strategies embodied by leaders who live their values. Discuss the strategies in depth to determine which are most difficult to maintain and which will have the greatest impact over time.

Power of Story

Revisit the “power of story” to see how *Walt Disney World*® leaders leave a lasting legacy and communicate what is important to them. Discover how role models from your past have helped you become the leader you are and have contributed to the character values that influence those you lead today.

Disney Leader Presentation

See how all the parts of the leadership model come together. You’ll see how *Walt Disney World*® Resort has influenced one of its leaders and how this leader has made a difference for the organization and the individuals within it.

Program Conclusion and Graduation

Review and summarize *The Disney Approach to Leadership Excellence*, then continue your networking with a special closing luncheon and celebration.

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