



“ I suppose my formula might be: dream, diversify—and never miss an angle. ”  
- Walt Disney

## Disney's Approach to Business Excellence

At *Disney Institute*, organizations from around the world go behind-the-scenes to understand the key elements of a successful business: creativity/innovation, leadership excellence, people management, quality service, and brand loyalty—each a critical link in the renowned “Chain of Excellence.” The global success of the Disney organization attests to the proven business practices that remain the underlying principles of Disney's Approach to Business Excellence.

You will acquire the skills to adapt the five most powerful lessons in business. How powerful? Each contains universal business truths and each has been incorporated by organizations across America and around the world to forge a strong and sustainable bond between inspired leaders, motivated employees, and satisfied customers that drives financial results and sustains years of repeat business.

The result leads to an organization that realizes a renewed sense of purpose, a clearer direction shaped by defined business strategies, and a unified workforce that understands that while there may be many job descriptions, there is only one mission: the pursuit of excellence.

- Learn how to effectively communicate your vision and examine personal methods for inspiring others.
- Select employees with the skills who are the right “fit” for your organization's culture.
- Bring consistency to your organization by establishing quality standards.
- Explore techniques used to retain customers for life and identify reliable practices that drive financial results and repeat business.
- Foster a collaborative environment that draws on the creative resources of your entire organization.