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YOU CAN
CREATE
Magic
TOO!

Be An Environmentalist In All Parts Of Your Life

Your workplace; your home; your place of worship; non-profit organizations, your neighborhood, etc.

Competency

1. Technical
2. Management
3. Technological
4. Leadership

Vision: *Walt Disney World*[®] Resort Vision Statement

Walt Disney World[®] Resort will always be dedicated to making dreams come true. In this magical world, fantasy is real and reality is fantastic. A wonderful sense of community awaits, where all are greeted as welcome Guests and become cherished friends. For all who work and play here, Walt Disney World[®] Resort will be a source of joy and inspiration.

Our Purpose and Role

There are hundreds of roles at the Walt Disney World[®] Resort, but there is only one purpose for all of us and that is...to make sure every Guest who comes to the Walt Disney World[®] Resort has the most fabulous time of his or her life.

First Things First (The Right Order Matters)

Leadership

Staff
Environment

Customer
Satisfaction

Business
Results

The customer does not come first; Leadership comes first. This is the way that ensures excellent customer service.

Three Models for Any Organization

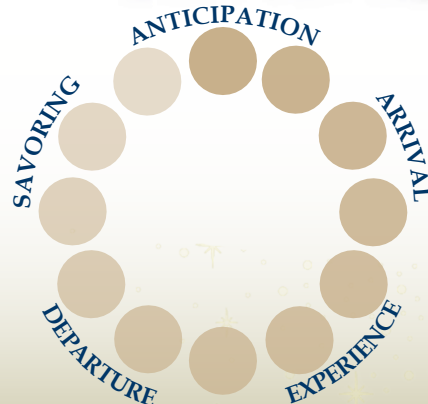
Four Customer Expectations:

1. Make Me Feel Special
2. Treat Me As An Individual
3. Respect Me
4. Have Knowledgeable Staff

Four Staff Expectations:

1. Make Me Feel Special
2. Treat Me As An Individual
3. Respect Me
4. Make Me Knowledgeable; Develop Me; Know My Job

Customer Experience Cycle:



Use the Free Fuel You Have... Do Not Conserve!

Appreciation, Recognition and Encouragement!

What Should You Do Today Which Will Not Pay Off For 5, 10, 15, 20, 25, 30, 40, or 50 Years?

Have a strong leadership strategy 🐹 Get your annual physical
🐹 Hire and promote great leaders 🐹 Make sure your children have a love of reading by the time they are six 🐹 Quit smoking 🐹 Prepare for retirement 🐹 Tell your wife or partner you love them 🐹 Tell your team members how much you appreciate them, if you do 🐹 Show basic respect to all individuals
🐹 Keep learning 🐹 Exercise daily 🐹 Have a personal positive routine which includes diet, exercise and rest 🐹 Think!

The Most Important Leadership Behavior

*Be Careful What You Say and Do...
They Are Watching You and Judging You!*

A Few More Thoughts to Guide Your Leadership

1. Your people will not be committed to you until they are sure you are committed to them!
2. Everyone has a problem you don't know about. Be kinder and nicer!
3. Focus on your team and they will focus on your organization's goals.
4. Schedule your priorities.
5. A leader's role is to do what has to be done, when it has to be done, in the way it should be done whether you like it or not.

YOU CAN CREATE MAGIC TOO!

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www.disneyinstitute.com