

# DISNEY'S LEADERSHIP STRATEGIES

Designed for Students  
Enrolled in College/University  
Ages 18+

Program Length  
3 ½ hours

Park Location  
*Epcot®*



## SYNOPSIS

The Walt Disney Company is known worldwide for its success in the operation of varied businesses. Walt Disney provided values, vision and passion for excellence, as well as the tools to deliver on them to a new generation of leaders. Grounded in Disney heritage-driven leadership strategies, this program experience focuses on leadership and teamwork from a leader's perspective: what are strategies for creating successful leaders who can, in turn create and maintain high performing teams necessary for successful business results?

Participants will explore Disney's Three Key Concepts strategy—Guest Satisfaction, Cast Excellence, and Business Results, and gain insights into the role of communication as the tool to balance these key concepts to achieve business goals.

Walt's Folly serves as the foundation for students' exploration of the value of a leader's skill in sharing their vision effectively to achieve consensus on their team.

Through a fast-paced team experience, participants learn a leader's role in the process planning of any team project. The follow up activity provides a unique look at the need for effective training for team success.

Through a challenging activity and discussion, students gain an appreciation of leadership integrity and styles.

An in-depth lesson and discussion explore a leader's responsibility for clear, effective communication while maintaining necessary confidentiality, and the matching responsibility for each team member.

This program includes an exclusive backstage experience learning first-hand how communication barriers can be overcome, if the team is committed to achieving excellence.

Concluding the day, students have a comprehensive discussion on how they will apply the knowledge they have gained to address a challenge they face in their school environment. Students are inspired to take responsibility for their own success, to make the choice to step up and leave an imprint for all who follow—just as Walt Disney did.

## LEARNING OUTCOMES

After completing Disney's Leadership Strategies - College Edition, participants will be able to:

- ✓ apply Disney's Three Key Concepts for a successful business, and the primary tool utilized by great leaders to maintain the balance
- ✓ be able to identify and give examples of the four Disney Leadership Strategies discovered and discussed in the program
- ✓ be able to articulate the pervasive and critical need for clear and precise communication from a leader to their team, as well as the necessity for a 360° communication flow within a team
- ✓ have insights into the nature of confidentiality, and the need for a leader to properly identify the level of confidentiality required by various types of information
- ✓ describe the four specific leadership styles discussed in the program and give examples, as well as identify which of those four is closest to their own style
- ✓ recognize that great leaders to adapt their leadership style to fit the situation, and are comfortable in many modes
- ✓ develop their own strategic plan for great leadership and effective communication for their team