

Professional Development Content for Meetings & Conventions

As the trusted, authoritative voice on the Disney approach to customer experience, *Disney Institute* uses business insights and time-tested examples from Disney parks and resorts worldwide to inspire individuals and organizations to enhance their own customer experience using Disney principles as their guide.

For nearly three decades, *Disney Institute* has helped professionals discover ways to positively impact their organizations and the customer they serve through immersion in leadership, service and employee engagement.

How *Disney Institute* Works

Through facilitation by Disney leaders, a look at our time-tested customer experience best practices and access to field experiences in our parks and resorts "living laboratory", you can explore our business insights firsthand. These powerful professional development opportunities are not about becoming Disney, but rather learning to think how we think, and adapting these principles to your own organization.

Available formats at the *Walt Disney World*® Resort in Florida, the *Disneyland*® Resort in California and Aulani - A Disney Resort & Spa in Hawaii include*:

Formats that include field experiences:

Full-Day Programs

Content and experiences that motivate change.

Multi-Day Programs

A comprehensive approach to encourage adaptation.

Half-Day Programs

Translate Disney insights to your organization.

Keynote Presentations

An introduction to the Disney approach.

Business Behind The Magic Tour**

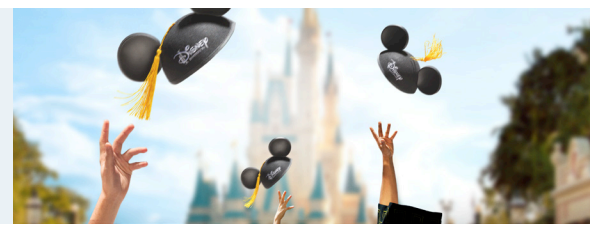
A peek behind the curtain of our show.

Team building Experiences**

Improve team effectiveness in a unique setting.

* Availability and/or pricing may vary by destination ** Not offered at Aulani - A Disney Resort & Spa

® Disney



The Value of Disney Institute



The professional **Facilitators** share Disney business insights to motivate and engage attendees and inspire them to think differently.



Program **Content** is based on the time-tested best practices of Disney parks & resorts.



Field experiences into Disney Parks offer attendees the opportunity to explore the Disney methodology firsthand.

Explore our best practices in:



Leadership Excellence

A leader is far more than a label—leadership is about taking actions to create sustained, positive transformations within an organization. Great leaders align their own values and vision with those of their organization and help operationalize them for the future.



Quality Service

Excellent service does not simply come from a friendly transaction or helpful technology—it is the result of truly understanding your customer's expectations and putting the right guidelines and service standards in place to exceed them. When an organizational framework properly unites its people, place and processes by putting the customer at its core, exceptional service becomes possible across customer touchpoints.



Employee Engagement

There are four interconnected processes that define an organization's culture: employee selection, training, communication, and care. Each is crucial to creating and nurturing a culture of excellence within your organization.