



Disney's Approach to Employee Engagement

There are four interconnected components that define an organization's culture: employee selection, training, communication and care. Each is crucial to creating and nurturing a culture that fosters employee engagement. With a rich tradition and heritage built upon creating memorable experiences, The Walt Disney Company worked to attract, develop, and retain employees dedicated to this vision.

To ensure employees consistently deliver exceptional experiences, an organization must intentionally design processes that reinforce their desired culture. Sharing insights of how employee selection, training, and engagement are enhanced through high-quality communication and genuine care is one of the ways that *Disney Institute* can inspire your organization to think differently.

You have the unique opportunity to leverage time-tested business insights and relevant examples from the Disney organization to inspire, motivate, and engage your attendees. These powerful learning experiences are not about becoming Disney, but rather learning to think how they think, and adapting those principles to your own organization.

While learning outcomes vary based upon the format you select, in programs on the Disney approach to employee engagement, you could:

- Explore ways in which you could shape your organization's culture based on desired employee behaviors, and select people who are a right-fit for your culture.
- Learn about training strategies where employees can be confident in their roles through a holistic plan that drives employee engagement.
- Understand crucial elements of high-quality communication that can strengthen your organization's culture and engage your employees.
- Examine the fundamentals of a supportive environment formed by genuine care, including employee recognition and the elimination of workplace hassles.

About *Disney Institute*

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. Unique to *Disney Institute* is the opportunity to go behind the scenes in a "living laboratory" to observe firsthand how Disney methodologies are operationalized and how they can be adapted and applied to any work environment.