

“If Disney Ran Your Business? Making the Experience Magical!”

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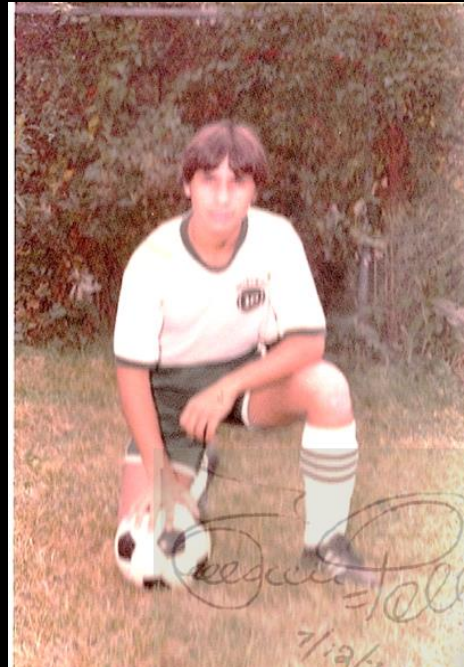
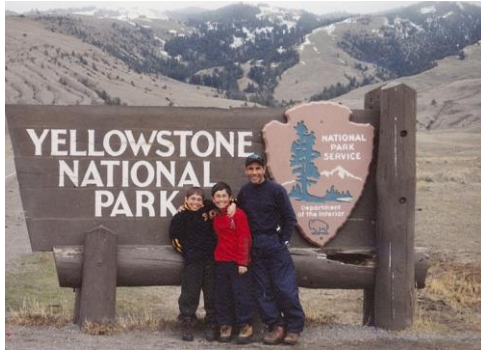
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*“It is not just about
**Programs, Products,
Features, Plans & Services.***

*It is all about the
Client /Employee*


Experience!”

So Who is this “Ex-Disney Guy”?

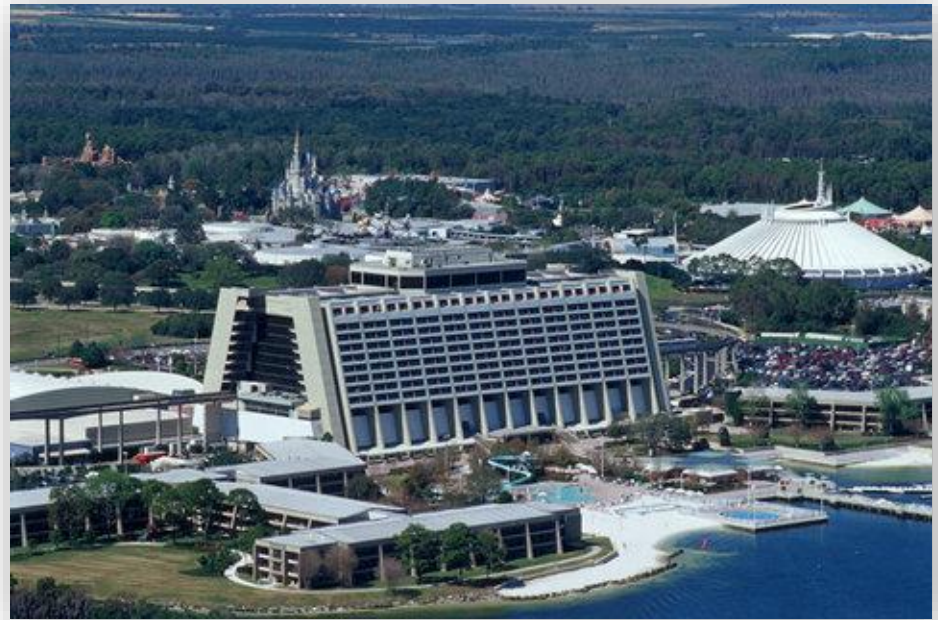




Staying Alive!









Get to know their story!
Do they know yours?
“People won’t hear you until they know you.”

*“ It is not just about
**Programs, Products, Plans &
Services.***

*It is all about the
Experience!”*

- **E**mployees ➤ **C**ustomers
- **L**eaders ➤ **E**mployees
- **C**ustomers ➤ **L**eaders

Disney's Leadership Strategies

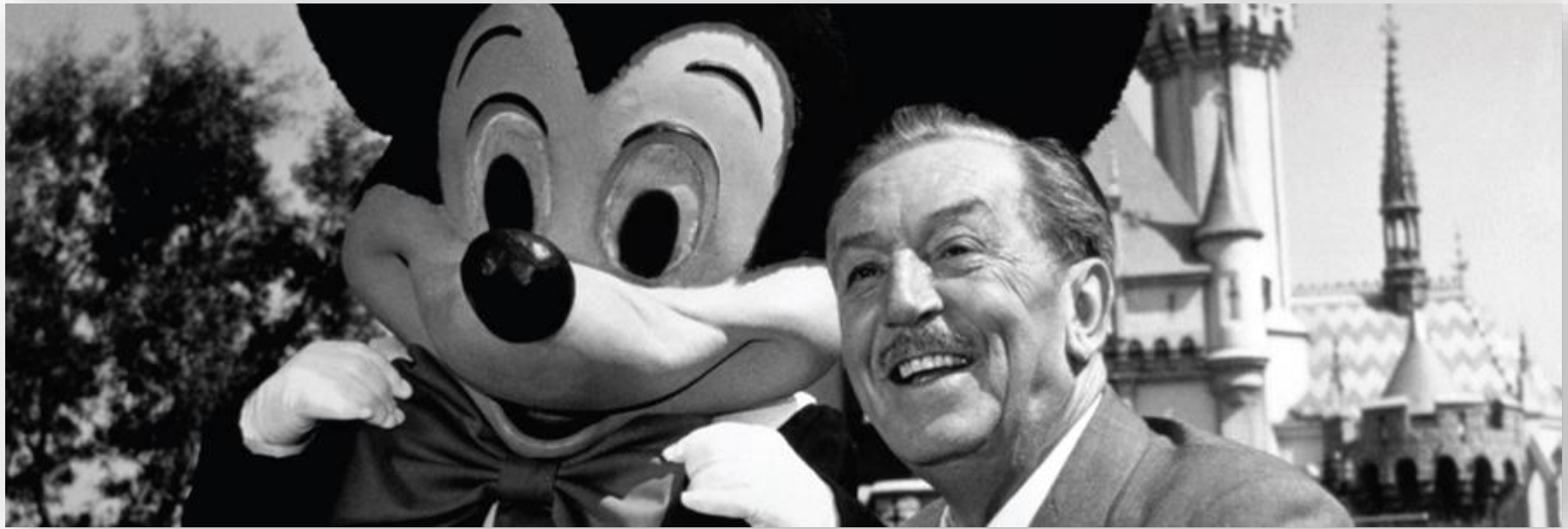


LEADERSHIP

shows judgment, wisdom,
personal appeal,
and proven competence.

Walt Disney

Create the Dream!



*“If you can dream it you
can do it.”* - Walt Disney

What is Disney's **Purpose?**



Make People Happy!

Selling “Imagination”?



“I wish I was there!”

Are You Selling “Imagination”



Understanding The Mind Set of Your Customers/Members



“You don’t build a product for yourself. You need to know what the people want and you build it for them.” -Walt Disney

What Do Your Customers/Clients *Really* Want?

1. Reliability
2. Responsive/Empathy
3. Assurance/Trust
4. Tangibles
5. Personal Attention
6. Positive Memorable Experience



Making the Experience Memorable!



when we show our #DisneySide

**EVERYTHING TASTES BETTER
WITH MOUSE EARS**

The Magic Begins With **People!**

Never Forget!

You can design, create, and build
the most wonderful place in the world.
But it takes people to make
the dream a reality.

Walt Disney



“Roles” vs Positions

Actor -Jason Alexander (a.k.a. George Costanza)



Wow! People Make It *“Magical”!*

The security guard at Disneyland asks a little girl for an autograph, pretending that he mistook her for a 'princess'



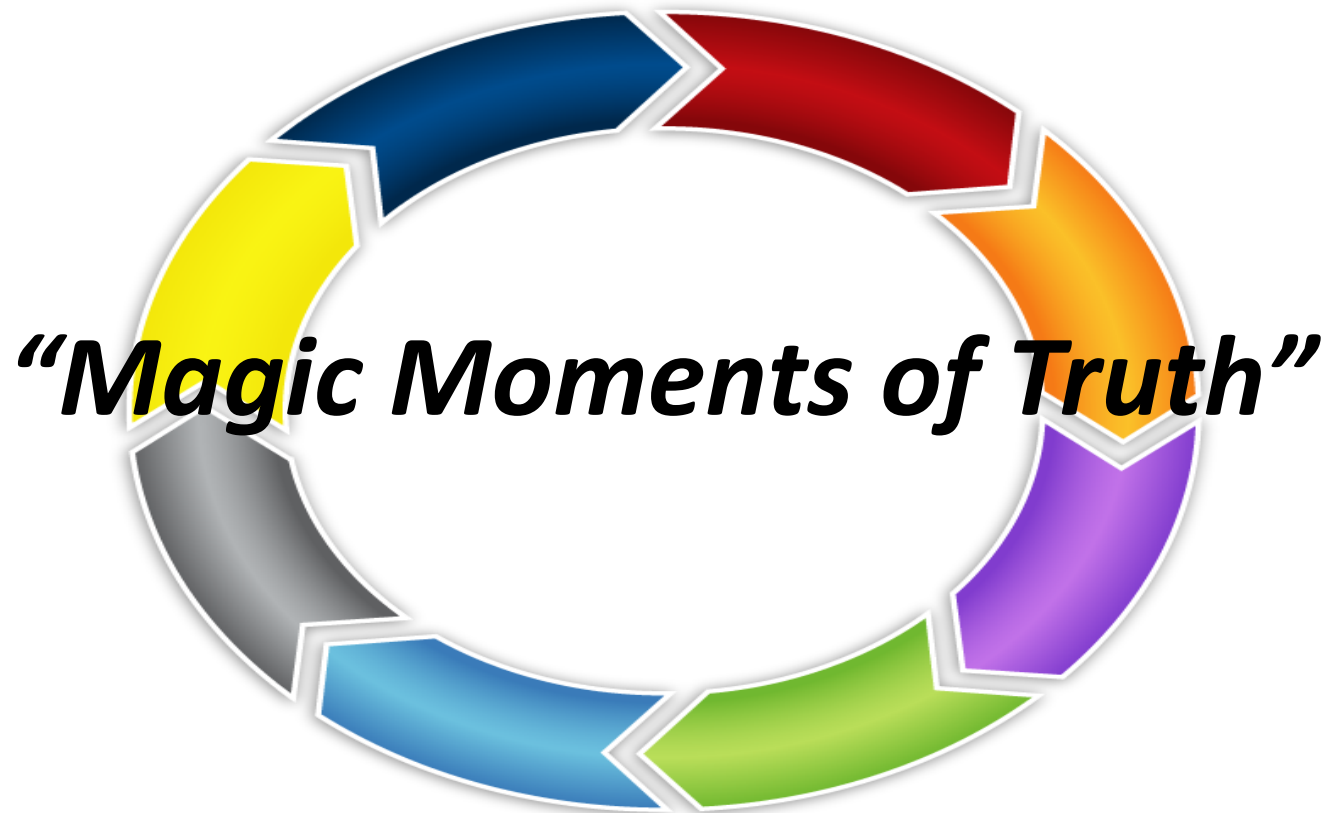
What is Your “On-Stage” Presence?



It's Show Time!

**Every action is an Intentional Impression
& direct reflection of YOU, your Business
& Community.**

The Cycle of “*Experience*”



**Choose To Make Every Touch Point Before,
During and After Special and *Magical!***

**“Marketing is no
longer about selling
products and services,
but about the stories
that get told.”**

- John Formica

Exceed Their Expectations!



Providing **Little Extras** Are Magical!

Lagniappe (*lan-yap*)



a little
something extra



“Whistle While You Work”



“It takes a happy crew to produce a happy show.”

What Does Your Work Environment Look Like?

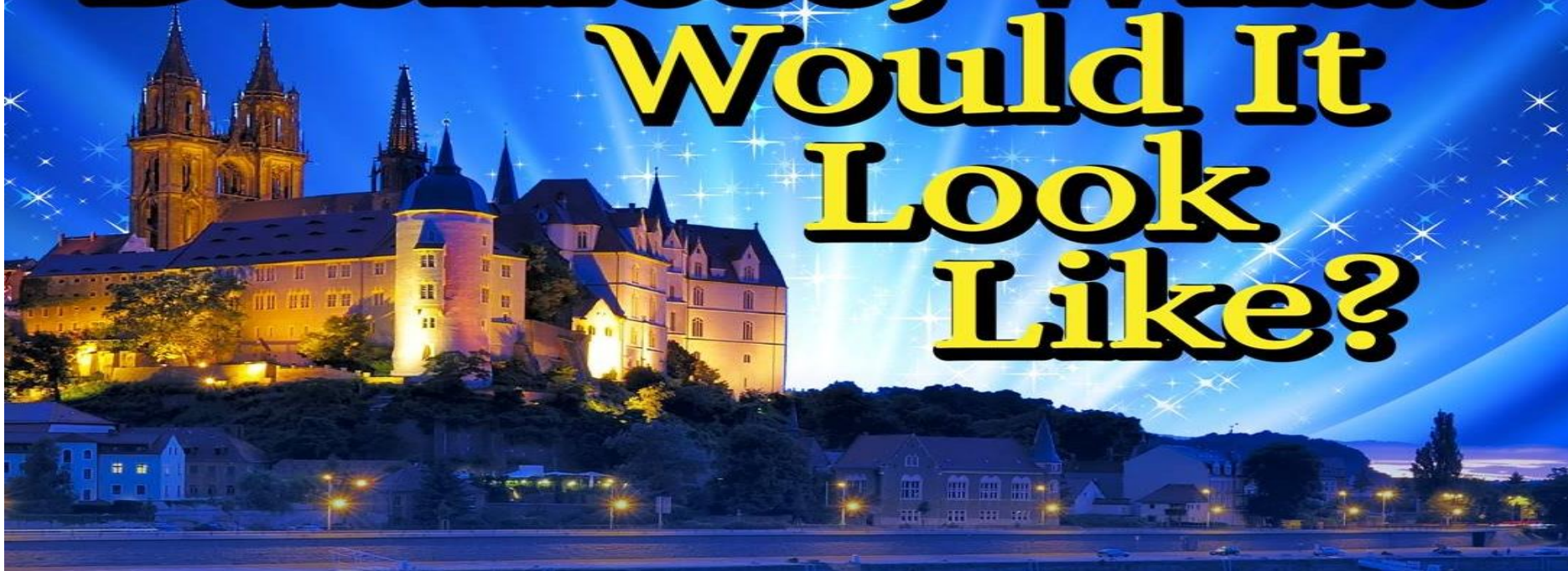




**TREAT
EMPLOYEES
LIKE THEY
MAKE A
DIFFERENCE
AND THEY
WILL.**

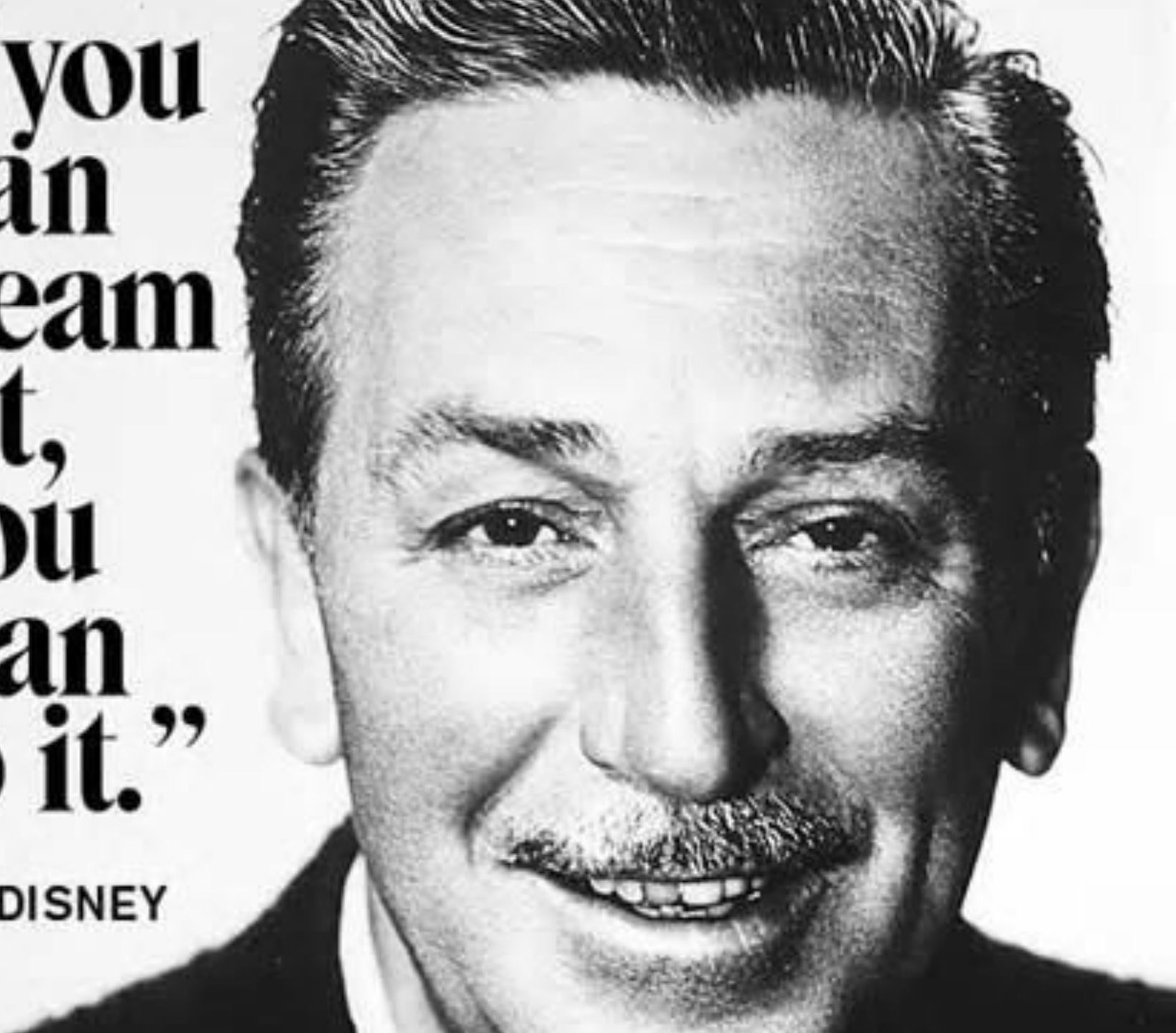
Just Imagine?

**If Disney
Ran Your
Business, What
Would It
Look
Like?**



**“If you
can
dream
it,
you
can
do it.”**

WALT DISNEY



What Do You Dream About?



- **In Your Business?**
- **In Your Career & Success?**
- **For Your Client's Success?**

When Will You Begin?



- How Will You Get There?
- Who Can Help You & Your Team Succeed?
- What If It Happens?
- Will You Be Ready?


**All our dreams
can come true, if
we have the
courage to
pursue them.**

Walt Disney



**The way to get
started is to
quit talking
and begin
doing.**

Walt Disney

A black and white portrait of Walt Disney, smiling and looking slightly to the right. He is wearing a suit and tie. The background is dark.

**"Do what you do so
well that they will want
to see it again and
bring their friends."**

Walt Disney

iconic American businessman

It is all about the *Experience*
and making it **“Magical!”**

Bring the **“Ex-Disney Guy”** to make **Magic** at
Your Next Team Meeting or Training!

(Will Work With All Budgets)

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Make More \$\$\$! Attract More Clients, Build
Brand Loyalty For Life, Beat Out Your
Competition Today!”*

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Model For Any
Organization!**

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Today!**