

CORPORATE COLLEGE

A DIVISION OF CUYAHOGA COMMUNITY COLLEGE

Premier Training and Conference Centers

Corporate College Presents *Disney Institute*



Bring Your Team to the Event



“Disney’s Approach to Business Excellence”

March 27, 2012 Workshop at Corporate College

The power you need to propel your organization forward is waiting at *Disney Institute* through “Disney’s Approach to Business Excellence.” You will learn the five most powerful lessons in business; lessons carefully developed by the Disney organization in its never-ending pursuit of excellence. These universal assets of a successful business – leadership, creativity and innovation, customer experience, brand loyalty, talent selection, training and retention – are the links in the renowned “Chain of Excellence.”

Reserve a full table (10 seats) for your team today for \$3,950!

Contact Cynthia Ballard – 866-933-5167

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www.corporatecollege.com/disney

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Program Agenda

Tuesday, March 27, 2012

7:30 – 8 a.m.	Registration, Networking and Breakfast
8 – 11:30 a.m.	Leadership Excellence and People Management
11:30 a.m. – 1 p.m.	Lunch
1:00 pm - 4:30 pm	Quality Service and Brand Loyalty

Mid-morning and afternoon breaks are included. All materials included.

Morning Learning Objectives

- Discover how effective leadership has been the catalyst at Disney to drive employee/customer satisfaction and bottom-line results, from the company’s inception to today.
- Understand the leader’s pivotal role in championing the vision.
- Learn proven strategies for increasing employee ownership and pride.
- Examine your current organizational structure to assess your capacity for delivering positive results.
- Learn proven strategies for driving proactive change through employee involvement.
- Learn steps to operationalize your culture.
- Explore the Disney hiring process.
- Learn training strategies for orientation and ongoing training that encourage employee buy-in to your corporate culture.
- Learn how to create and reward heroes in your workforce.

Afternoon Learning Objectives

- Understand the Disney definition of quality service.
- Explore qualitative and quantitative techniques for knowing and understanding customers.
- Develop a service theme that defines your organization’s purpose.
- Discover service standards that provide a framework for making quality decisions.
- Examine delivery systems that ensure positive customer experiences.
- Explore the Disney definition of loyalty.
- Examine the link between loyalty and financial results.
- Identify your brand promise.
- Identify your core components.
- Identify gaps between your core components.
- Learn a conceptual model that impacts the customer experience.
- Learn Disney tactics for creating emotional connections with employees and customers.