

The Disney Approach Series



Experience the Business

Behind the Magic

Quality Service

Presented by
The Disney Institute

Your experience begins with a reception where you will meet your Disney facilitators. They will introduce you to the Disney Approach and show you how to achieve your goals for this program.

In this opening session you will gain an understanding of how the rich legacy of service has evolved at Walt Disney World® Resort. You will be introduced to some of the tools we use to identify and deliver quality service to our Guests (customers).

If you really want to explore the Walt Disney World® Resort legacy of quality service, go deep with our **3½ day program**. Immerse yourself in our holistic approach and have the time to learn how to apply our strategies to your organization. You will have the opportunity to:

- Travel throughout the resort to experience the ins and outs of Disney quality service in action
- Hear from a Disney leader about applying service standards
- Be guided in adapting our successful strategies to your organization.



3½ Day Program Agenda

All programs require a minimum of 20 Guests, and will accommodate a maximum of 70 Guests.

Day One:

Service Theme: Understand the importance of an organization's service theme and how it clearly defines the organization's purpose.

- Explore the Walt Disney World® Resort's service theme
- Participate in learning to adapt this principle to your organization



Service Standards: Examine how Disney service standards are prioritized and communicated.

Delivery Systems: Employee – Outstanding service begins with our Cast Members (employees) attitude and extends to every part of the Guest (customer) experience.

- Investigate the Walt Disney World® Resort Quality Service Matrix
- Participate in Field Experience – Travel behind the scenes to see Disney quality service practices in action
- Hear from a Disney Manager about how service standards are applied
- Begin to formulate your own Quality Service Plan

Day Two:

Delivery Systems - Setting: Recognize how the physical environment can communicate the quality standards of an organization and motivate employees to maintain them.

- Participate in Field Experience – Travel throughout the resort to see specific examples of how setting communicates service standards.

Delivery Systems - Process: Determine how to align your organization's processes to support the continuous delivery of quality service.

- Listen to a Disney Cast Member (employee) explain the systems used to ensure quality service
- Craft actions steps for adapting Disney Quality Service processes to your organization.

Day Three:

Integrate Your Discoveries: Review the Disney approach to quality service and identify how you will integrate your experience to your organization

- Participate in Field Experience – Travel throughout the resort to see the big picture of how the elements come together to create a seamless Guest (customer) experience.
- Finalize your Quality Service Plan.

Program Graduation & Luncheon: Celebrate your experience!