

The Disney Approach Series



Experience the Business

Behind the Magic

People Management

Presented by
The Disney Institute

You will begin your Disney Institute experience with a welcome reception where you will meet your facilitators. They will introduce you to the Disney approach and help you go from seeing the Disney model of management to adapting our philosophy to your needs.

In this opening session you will discover the importance of the Cast Member (employee) experience in the Walt Disney World® Resort "Success Formula."

To really discover the ins and outs of the Disney people management system, join us for our **3½ day seminar**. In this intensive program, we will not only show you the Disney model, we will prepare you to adapt our principles to your organization. You will have the opportunity to:

- Explore how to recruit, train and retain the best employees.
- Travel behind the scenes to experience the systems that support the Disney workforce.
- 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:

Hiring the Best: Analyze the Walt Disney World® Resort recruitment and selection process, called “Casting.”

- Participate in Field Experience – Travel backstage to discover how we reveal our culture and expectations to the prospective workforce
- Experience our orientation program first-hand
- Begin to connect Disney principles within your organization



Day Two:

Training: Explore methods tailored to the many specialized roles found throughout the Walt Disney World® Resort

- Participate in Field Experience – Meet with a Disney trainer and take part in an on-the-job training activity.

Communication: Learn how an organization’s culture influences its messages and methods of communication.

- Discover effective ways to communicate to all levels of your organization – See the details come together to deliver the Disney magic
- Create your own Human Resource Action Steps

Day Three:

Support Your Workforce: Recognize how a supportive work environment retains the best workforce.

- Participate in Field Experience – Travel backstage and experience how Walt Disney World creates a physical environment that develops Cast pride
- Explore how Disney builds commitment through Cast Member [employee] recognition
- Finalize your Human Resource Action Steps

Program Graduation & Luncheon: Celebrate your experience!