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# The Disney Approach to Quality Service for Healthcare Professionals

*"I happen to be kind of an inquisitive guy and when I see things I don't like, I start thinking 'Why do they have to be like this and how can I improve them?'"*

*Walt Disney*

This is one of the many exceptional business philosophies supporting decades of Disney success. You'll discover many more extraordinary and applicable business practices in an equally extraordinary place.

## Who Should Attend

This program is on-target for business professionals who want to:

- Motivate employees to actively deliver consistent quality service
- Prioritize service standards to promote the delivery of quality
- Establish a more efficient process for delivering quality to their customers/patients
- Accentuate details to set their organization apart from the competition
- Understand who their customers/patients are in order to better serve them
- Utilize employees as a valuable resource for quality service suggestions

## What It's All About:

This program is ideal for leaders looking to improve the quality of service in their healthcare organizations. Combining classroom sessions, application exercises, and rare visits to "on-stage" and behind-the-scenes operating areas, *The Disney Approach to Quality Service for Healthcare Professionals* guides participants in discovering, firsthand, how to match their service standards with a delivery system that promotes and assures quality.

## Learning Objectives

In this 3½-day seminar, you'll develop an action plan for:

- Identifying how to anticipate the needs, wants, stereotypes, and emotions of your customers/patients in order to exceed their service expectations
- Bringing "personality" to your organization by establishing a service theme and aligning your organizational resources to support it
- Improving the policies, tasks, and procedures within your organization to promote the delivery of quality service to your customers/patients
- Creating an environment that reflects your organization's commitment to quality and encourages its delivery

# The Disney Approach to Quality Service

## Program Agenda

### Opening Night



**5:00 p.m. - 5:30 p.m.**

#### **Program Registration and Buffet**

Receive your program notebook, name tag, and participant list. This is also when you'll have an opportunity to begin networking with other program participants.

**5:30 p.m. - 8:00 p.m.**

#### **Opening Session**

Gain an understanding of how the rich legacy of service has evolved at the *Walt Disney World*® Resort. In this first working session, you'll be introduced to the Quality Service Cycle, a model that sets in motion key elements affecting your organization's ability to deliver quality service. You'll also learn how Disney seeks to understand its Guests with a unique compass formula that you can easily adapt to your customers or clients.

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### Day One

**8:00 a.m. - 3:30 p.m.**

#### **Service Theme**

Understand the importance of an organization's service theme and learn how the *Walt Disney World*® Resort's service theme clearly defines the organization's purpose.

#### **Walt Disney World Service Standards**

Discover examples of *Walt Disney World*® service standards and learn guidelines for establishing standards that fit your organization.

#### **Introduction of Delivery Systems**

Identify the three classifications of delivery systems that function as a vehicle for service.

*Due to the changing nature of field experiences and theme park operating hours, the agenda is subject to change.*

## Day One (cont.)



### **The Quality Service Matrix**

Learn how *Walt Disney World*® Quality Service Matrix aligns delivery systems with service standards. Explore its usefulness as a quality service delivery tool.

### **Introduction to Cast**

Discover how the quality service standards of the *Walt Disney World*® Resort are exemplified in the Cast Members working there.

### **Cast Field Experience**

Observe the quality service standards in action. Learn the practices used by Cast Members at the *Walt Disney World*® Resort to increase the quality of Guest service experiences.

Listen as a front-line manager explains how the quality service standards are applied. Discover how those standards influence Cast attitudes and heighten their commitment to deliver quality service.

### **Quality Action Plan**

Begin to formalize your strategic plan for adapting various Disney service processes to your industry and organization.

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## Day Two

**7:30 a.m. - 3:30 p.m.**

### **Introduction to Setting**

Examine how the physical environment can be used to communicate the quality standards of an organization and motivate employees to maintain them.

### **Setting Field Experience**

Identify specific examples of how setting is used in a theme park or resort to communicate the quality service standards of the *Walt Disney World*® Resort.

### **Introduction to Process**

Examine how to align your organization's processes to support the continuous delivery of quality service to your customer/patients.

Listen as a front-line representative explains the various processes used to ensure the delivery of quality service.

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## Day Two (cont.)

### **Quality Service Plan**

Continue formalizing your strategic plan for adapting various Disney service processes to your industry and organization.

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## Day Three

**8:00 a.m. - 1:30 p.m.**

### **Integration Field Experience**

Explore how the elements of the Quality Service Cycle come together to create a seamless Guest experience.

### **Integration Activity**

Using the field experience as an example, apply your learnings to your own industry and organization.

### **Quality Service Matrix and Quality Service Plan**

Finalize your Quality Service Plan and develop a Quality Service Matrix to support your service initiatives.

### **Program Conclusion and Graduation**

Review and summarize *The Disney Approach to Quality Service*, and discuss tips for taking the message home. Continue your networking with a special closing luncheon and celebration.

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