



DISNEY INSTITUTE

FACT SHEET

Over the last 25 years, Disney Institute has become one of the most recognized names in the world of professional development. Disney Institute delivers a broad portfolio of learning experiences to seasoned executives and frontline leaders around the globe.

Industries that have turned to Disney Institute include:

- Automotive
- Banking and Finance
- Food/Beverage
- Healthcare
- Insurance
- Manufacturing
- Pharmaceutical
- Retail
- Sports
- Transportation

The Disney Difference

Disney Institute helps organizations benchmark best practices from one of the world's most admired companies and brands. Disney Institute engagements enable everyone from CEOs to front-line workers to go beyond textbook theory and use real-world applications to shift an organization's culture to be more customer and employee focused, which leads to better financial results.

Disney Institute consultants host clients at Disney theme parks, and travel to client locations around the world, demonstrating a broad range of program content based on five key business practices:

1. **Leadership** – Learn how great Disney leaders use proven philosophies to exhibit values and behaviors that generate extraordinary results.
2. **Selection, Training & Engaging Employees** – Discover how selection, training, communication and care can help create a supportive environment that enables employees to deliver outstanding service.
3. **Customer Experience** – Showcases how Disney uses research methods to better understand the needs of its Guests. Participants also gain insight into how a comprehensive service infrastructure and rigorous service standards help to orchestrate an experience that consistently exceeds guest expectations.
4. **Brand Loyalty** – Examines ways in which Disney drives bottom-line results by creating life-long relationships with consumers.
5. **Creativity & Innovation** – Studies ways to foster a culture of creativity and leverage the full potential of employees. Participants learn how to align organizational identity, structural systems and a collaborative culture to create and deliver innovative products and services.





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Individuals and small groups also can experience Disney Institute through public programs offered at Walt Disney World Resort in Lake Buena Vista, Fla.; the Disneyland Resort in Anaheim, Calif.; and in cities worldwide. These programs are offered in 1-day, 3 ½-day and 5-day increments.

For More Information

www.disneyinstitute.com

[www.twitter.com/disneyinstitute](https://twitter.com/disneyinstitute)

www.facebook.com/disneyinstitute

The Disney Institute book:

Be Our Guest: Perfecting the Art of Customer Service.

Available in bookstores and on Amazon.com.

Media Contact

Disney Institute Public Relations

407-566-2637