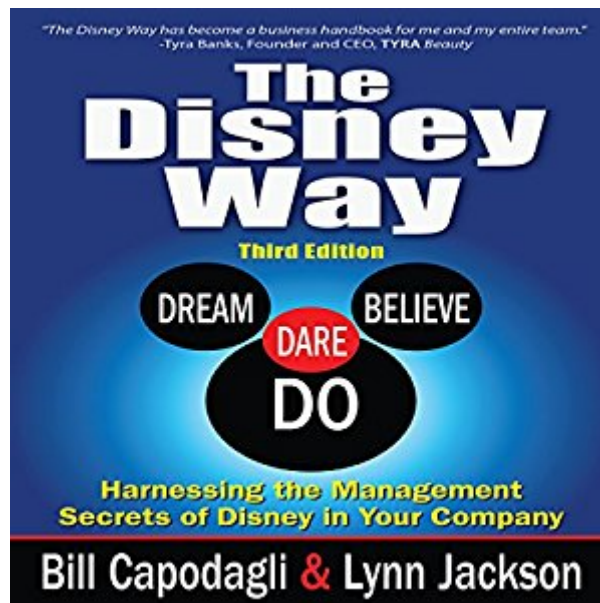




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# The Disney Way: Harnessing The Management Secrets Of Disney In Your Company, Third Edition



## Synopsis

"Dream, Believe, Dare, Do...." Though four simple words, this carefully crafted credo lies at the heart of Walt Disney's enviable empire and has led The Walt Disney Company to prosperity for decades. As foremost experts on Disney, authors Bill Capodagli and Lynn Jackson return with an updated and expanded third edition of *The Disney Way* to show how organizations can incorporate this four-pillared credo to support any business, drive any team, and guide any leader to create immeasurable success. Profiling a new set of diverse organizations - such as TYRA Beauty; Rainbow Babies & Children's Hospital; Ottawa County, Michigan; and Science Center of Iowa - the authors show how companies of any size, whether an entrepreneurial start-up or a Fortune 500, can reach their utmost potential by embracing Walt Disney's techniques to create a consumer-centric culture. They provide step-by-step actions on how to: Give every member of your organization a chance to dream Stand firm on your beliefs and principles Treat your customers like guests Support, enable, and reward employees Build long-term relationships Dare to take calculated risks Train extensively and constantly Align long-term vision with short-term execution Utilize storyboarding techniques Pay close attention to details Demonstrate "love" for product, employees, customers, and self Find out why Walt Disney's Dream, Believe, Dare, Do principles continue to redefine the nature of business and revolutionize the art of management, and learn how to implement them in your own organization.

## Book Information

Audible Audio Edition

Listening Length: 11 hours 43 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: McGraw-Hill Education

Audible.com Release Date: June 21, 2016

Whispersync for Voice: Ready

Language: English

ASIN: B01HBYDZ86

Best Sellers Rank: #54 in Books > Business & Money > Processes & Infrastructure > Office Management #122 in Books > Business & Money > Industries > Service #153 in Books > Business & Money > Management & Leadership > Management Science

## Customer Reviews

Love it! This book is full of valuable insights. At Disney, every project begins with a story. That was a key takeaway for me. Capodagli and Jackson did just that in their writing. I was captivated from the very beginning listening to the stories of Walt and other key Disney figures. The authors walk you through the challenges and triumphs at Disney, then bring it home to your organization in terms of Dream, Believe, Dare, Do. That was helpful for me in understanding how to apply the principles of Disney's creative geniuses to virtually any type of project. What do you want your customers' experience to be? Begin with the story or "dream". If you "believe" it is can and should be done, it becomes your motivation when you "dare" and your direction when you "do".

Great book, for everyone.

Great book for anyone in any type of management position. Cockerell gives insight into one of the most successful businesses of all time.

Inspiring

great

Great product

Awe

This is the updated and expanded Third Edition of a book first published in 2007.

What's new in this edition? According to Bill Capodagli and Lynn Jackson, they feature organizations that are predominantly in start-up mode or have revamped their strategies to become more customer-centric. The lineup includes six entities that have recently launched their businesses or have reinvented their cultures. There are also three well-established organizations that are striving to continuously to improve. [and others] that demonstrate how [the Walt Disney Company's] Dream, Believe, Dare, Do Principles apply in a small community business. And, finally, how Ottawa County, Michigan, one of the most progressive state administrative divisions in the United States, has used each element of the Disney Way as a starting point to create an amazing culture over a period of three years. Chapters 12-14 are brand new. I recently re-read Neal

Gabler's biography of Walt Disney and then as I began to read this Third Edition I was again reminded of an incident years ago when one of Albert Einstein's Princeton colleagues gently chided him for asking the same questions every year on his final examinations. "Quite true. Guilty as charged. Every year the answers are different." Fifty years after Walt Disney's death, the Dream, Believe, Dare, Do Principles remain relevant and instructive to leaders in almost any company whatever its size and nature may be. However, the nature and extent of applying those principles have changed significantly in a global marketplace that has become more volatile, more uncertain, more complex, and more ambiguous than at any prior time that I can remember. These are among the dozens of passages of greatest interest and value to me, also listed to suggest the scope of Capodagli and Jackson's coverage:

- o Innovation (Page 6-7, 36-40, and 137-139)
- o Dream Retreats: Sparking Teamwork and Creativity (20-22)
- o Good versus poor service (54-58)
- o "Good show": mentality (57-58 and 109-110)
- o Engagement with customers (60-61 and 218-219)
- o Millennial generation (88-89)
- o Oswald the Rabbit and Mickey Mouse (102-103 and 106-107)
- o Tyra Banks (114-121)
- o Rethinking Human Responses (132-134)
- o Habits Required in a Customer-Centric Culture (150-153)
- o Capture the Magic with Storyboards (179-181)
- o Solving the Communications Dilemma (188-190)
- o The Six Types of Storyboards (193-199)
- o A Relentless Search for Perfection (204-206)
- o Measuring for Success (208-210)
- o Twenty-Seven Ways to Unleash Love in Your Organization (227-229)
- o Examples of Outstanding Customer Service Award Winners (248-252)
- o Customer Centric Culture: The Disney Way Experience (255-261)
- o The History of Leadership at the Walt Disney Company (265-267)

For those who have not read either of the previous editions of *The Disney Way*, Capodagli and Jackson provide an abundance of information and insights that trace the development of a truly unique organization as well as of its visionary founder and his business philosophy whose "magic" continues because of values-driven, customer-centric, high-impact management. By now there are few (if any) "secrets" to be discovered. The challenge is to complete a reality check on your organization. For better or worse, what differentiates it from its competition? Strengths? Vulnerabilities? And what is (really is) worker morale at all levels and in all areas of its operations? Most important of all, does it have a culture within which personal growth and professional development are most likely to thrive? Are its customers evangelists? To enrich your reality check, check out these micro-profiles of the organizations that Capodagli and Jackson feature:

- o zTailors: A Dreamer Who Never Gives Up (Pages 25-27)
- o ACTS Retirement Life Communities: A Culture of Loving-Kindness (46-50)

Flanagan's Bulk Mail Service: An Experience That Transcends Service (71-73) o  
 Grand Lake, Colorado: Elevate a Team Initiative (96-98) o TYRA Beauty: Inspired  
 by a Legend (114-121) o University Hospitals, Rainbow Babies & Children's  
 Hospital: Breaking Through: An Innovative Work Force That Saves Lives (137-139) o California  
 State university Channel Islands (CI): Training for Success: A Unique University Focus (158-161) o  
 Joe C. Davis YMCA, Outdoor Center/Camp Widjiwagan: Planning a "Kids and  
 Guests First" Customer-Centric Culture (173-176) o McLean County, Illinois, Unit  
 (School) District No. 5: A Superintendent Brings the Disney Way to Public Schools (199-200) o  
 Science Center of Iowa: Bringing the Visitor Experience to Life (211-214) o A Personal Story from  
 Bill: What He Learned About Love from His Mother (224-227) My guess (only a guess) is that each  
 reader who checks out these micro profiles will gain at least 3-5 invaluable lessons (if not more) that  
 can be applied to their organization immediately. And add to that number the valuable lessons to be  
 found in other material throughout the lively narrative. Presumably Bill Capodagli and Lynn Jackson  
 agree with me that, if it were possible to have Walt Disney speak directly to those who read this  
 book, he would say something like this: "Make the Disney Way [begin italics] your  
 [end italics] way. Don't copy what we do. Do it better! Dream BIG. If you can dream  
 it, you can do it! Perfection really is a journey, not a destination. You bet, success depends on  
 Dreaming, Believing, and Daring, but it also depends on Doing!"

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