



presents

The Disney Approach to People Management

How to Recruit, Train, and Retain the Best

"You can dream, create, design, and build the most wonderful place in the world...but it requires people to make the dream a reality."

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 professionals who want to:

- Find and select employees who will fit into the corporate culture
- Gain employee commitment to the organization and its culture
- Train employees to do the job right
- Communicate effectively with employees in order to sustain motivation and morale
- Reward employees through innovative services and expressions of appreciation
- Show they care about their employees just as they care about their customers

What It's All About

This program is ideal for leaders who affect the culture through hiring, training, communication, and recognition policies of their organizations. The learning also benefits department managers who would like to improve how they select and care for employees. It combines classroom sessions, application exercises, and rare visits to "on-stage" and behind-the-scenes operating areas. *The Disney Approach to People Management* guides participants in discovering, firsthand, the value of creating and maintaining a supportive culture which, in turn, enables employees to better serve their customers.

Benefits of Attending

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

- Selecting talent with the skills and "fit" for your organization's culture
- Training employees to make the highest contribution to the job and providing them with ongoing opportunities to improve their performance and, thus, renew the culture
- Communicating with all levels of the organization, demonstrating to employees the roles they play in its success, and providing them with information using the tools that best serve their needs
- Caring, by providing a supportive environment and celebrations of success, in order to enhance job satisfaction and performance

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Program Agenda

Opening Night



5:00 p.m. - 5:45 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.

5:45 p.m. - 8:15 p.m.

Opening Session

Discover the importance of the Cast Member experience in the *Walt Disney World*[®] "Success Formula." In this first working session, you'll be introduced to the history of the people management philosophy and business strategies of the *Walt Disney World*[®] Resort. You will examine the foundations of the *Walt Disney World*[®] culture and how it is sustained, and evaluate your organization's current approach to people management.

Day One

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

Selecting the Best

Analyze the *Walt Disney World*[®] recruitment and selection process, called "Casting." See how facilities and processes at the Casting Center reflect the *Walt Disney World*[®] culture.

The Training Experience

Step into the role of a new Cast Member as you participate in Traditions, an orientation program designed to disseminate information and gain buy-in to the culture.

Human Resource Action Steps

Begin developing steps for your organization that adapt ideas from the Disney approach to culture, selection, and orientation.

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

Day Two



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

On-the-Job Training

Explore training methods tailored to the many specialized roles found throughout the *Walt Disney World*® Resort. Meet with a Disney trainer and participate in an on-the-job training activity.

Communication, Disney Style

Discover ways to improve communication throughout all levels of your organization. Learn how an organization's culture influences the messages and methods of communication.

The Caring Environment

Begin your exploration of the supportive environment with a presentation about activities and services that reduce the "hassle factor" for Cast Members.

Human Resource Action Steps

Continue formulating a plan for adapting Disney training techniques and improving communication in your organization.

Day Three

7:30 a.m. - 2:00 p.m.

Supporting the Cast: On Stage and Backstage

Travel to a theme park or resort to experience systems and processes that comprise the supportive environment on stage and backstage. See how the physical environment communicates the culture to the Cast and helps develop Cast pride.

Appreciating the Cast

Discover programs that build commitment to the Company by recognizing and rewarding behaviors that exemplify the culture. Learn how *Walt Disney World*® leaders support and recognize Cast Members in order to reinforce the personal touch in a growing organization.

Human Resource Action Steps

Finalize your plan for translating "care" into your work environment and enhancing recognition programs for your employees.

Program Conclusion and Graduation

Review and summarize *The Disney Approach to People Management*, then continue your networking with a special closing luncheon and celebration.

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