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### Chapter 1 - Introduction to the Disney Magic. Segments 1 - 2

**Introduction:** Meet Doug. He'll ask you to consider ... Do you have the magic?

- #1 **What is The Magic?** How do you find, then hold onto the magic in your organization?
- #2 **Survival of Fittest:** Change is constant. What happens if you don't embrace it? Includes a memorable exercise to reinforce this message.

### Chapter 2 - Obstacles to Success – Mistakes that Doomed Disney. Segments 3 – 7

- #3 **Let the “Old Ways” Rule:** How did these affect the Walt Disney Company? How do they affect your organization?
- #4 **We're sooo good! ...** “If we make it, they buy it!” reflects a dangerous attitude. How do you handle marketplace success and name recognition?
- #5 **Market Erosion Can Happen to Anyone!** What happened when the Disney Company became complacent. Could this happen to you?
- #6 **Everyone Else is a Jerk!** Disagreements between people and departments are natural, but don't let it get out of control. What happens when team strife takes over.
- #7 **Saving Your Way to Prosperity:** Being frugal can make sense, but the only way to prosper is by building, not cutting.

### Chapter 3 – Lead Your Team Yourself and Your Market. Segments 8-13

- #8 **Opportunities for Everyone. There are Plenty!** Six great examples for success and powerful opportunities available to everyone!
- #9 **Communicate! Consistency and Execution, “Disney Style”:** Do the basics consistently well. Learn how picking up trash can lead to great teamwork and service!
- #10 **Hire Right, Train Right, Treat Right:** The strongest teams are created; they don't just happen. How strong is your team?
- #11 **It's All About Organizational Culture:** What is the culture of your team, department or organization? World-class organizations know the importance of clarity of mission.
- #12 **Teamwork! Observe, Imagine, Deliver:** An exercise that will ignite outside-the-box thinking for you and your co-workers.
- #13 **Balanced Teams are Unstoppable:** Assess your team's flexibility, creativity and longevity. What can you learn from Disney's mistakes?

### Chapter 4 – The Globe is Shrinking. Is Your Business Growing? Segments 14 - 17

- #14 **Thinking Globally. “The Changing Face of Today's Customer”:** The world is changing, are you? Expanding your demographic pie has never been easier ... for those who are ready. Doug shares compelling stories and examples of how Disney and others are learning from the rest of the world, and expanding on their own.
- #15 **The “Language” of Global Success:** Multicultural teams and customers are a benefit and a challenge. Maximize the benefits and minimize the challenges. Learn basics with a hilarious story about the Haunted Mansion at Tokyo Disneyland.
- #16 **Backyard Globalization. Are You Ready?** Think globally, act locally. This is the challenge of the decade, for every organization, as our employees and customers become more diverse.
- #17 **Stepping Into Their Shoes and Culture = Win Business!** Global organizations know the secret to success and apply it to their domestic markets. Starbucks applied global techniques in a California store, to win a new set of “foreign” customers.

### Chapter 5 –Service, Leadership & Creativity “Disney Style”. Segments 18- 22

- #18 **Walk in Their Shoes. Creativity “Disney Style”:** Do you understand what truly excites customers? What is the best way to hold onto your top-performing employees? How is it possible to motivate “short timers” in a seasonal business?
- #19 **Proving Value, Every Day:** How can you take your service to new levels? Learn how Disney brilliantly handled a common guest challenge: “Where is my car parked?”
- #20 **What Time is the 3:00 Parade?** Yes, we all get them ... the stupid questions! How do you and your team handle them?
- #21 **Popcorn Empowerment:** Take care of employees and they will take care of customers. Learn how Disney turned a common problem into an opportunity, creating motivated employees. Eliminate the “short-timer” attitude that plagues so many seasonal businesses.
- #22 **Tigger Teambuilding:** Another way to take care of employees is shared with a hilarious Disney character story.

### Chapter 6- From Surviving to Thriving. Segments 23 - 28

- #23 **It's All About Balance. Life on the Highwire:** Art & science, maintenance & risk-taking, short-term & long-term ... all balances that must be struck to ensure lasting success. How is the balance in your store, office, department or restaurant? Lose balance ... lose everything!
- #24 **Customers for Life. Keeping it Simple:** Highlights of Disney's four, non-negotiable, rules for success.
- #25 **Don't Get “Stuck in the Middle Seat®”:** What now? How can workers, owners and the team improve? Attitude is everything! The key in business, and life, is realizing what we can and can't control.
- #26 **Mental Toughness:** The power of how happiness, performance and health are interconnected to determine our levels of success.
- #27 **Taking it Home:** How to embrace these skills back at the job. This powerful exercise ensures concepts will come to life.
- #28 **Conclusion “Even Monkeys Fall From Trees”:** The program concludes with a thought-provoking Japanese proverb. The numerous underlying messages in this powerful saying will motivate you and your team to come up with your own.