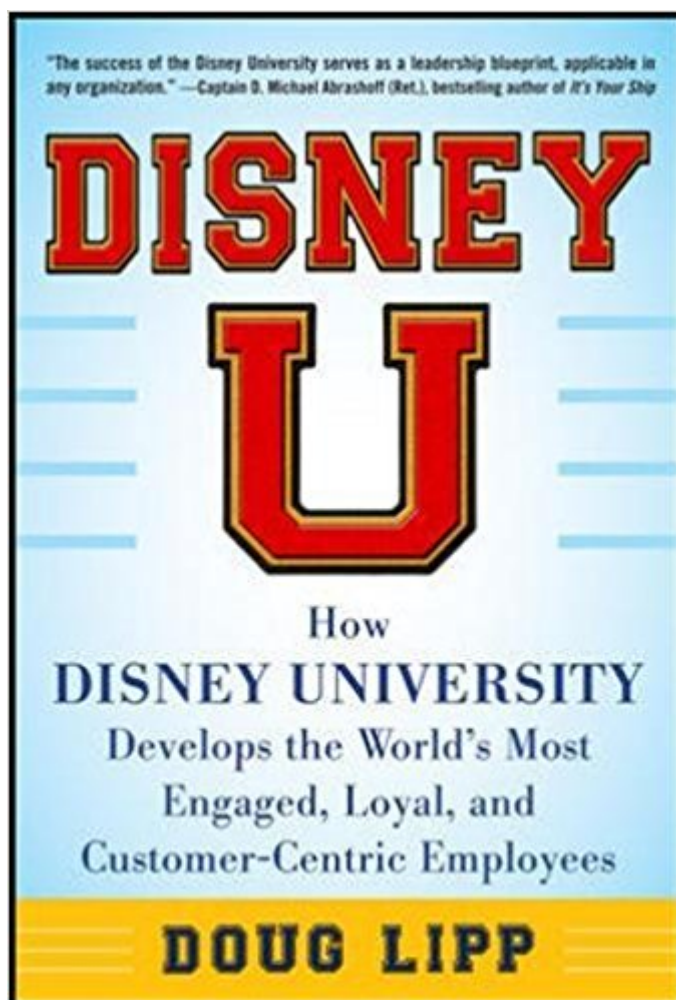


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# Disney U: How Disney University Develops The World's Most Engaged, Loyal, And Customer-Centric Employees (Business Books)



## Synopsis

With a Foreword by Jim Cora, former Chairman of Disneyland International "A leadership blueprint, applicable in any organization." -- Captain D. Michael Abrashoff, U.S. Navy (Ret.), and author of *It's Your Ship* "When I first arrived at The Walt Disney Company, I was surprised to find I had to go back to school--at Disney University! There, I learned the fundamentals of guest service that consistently gave Disney a tremendous advantage in the marketplace. Now, anyone can know these secrets of success thanks to Doug Lipp's informative book. No matter what your business, the lessons taught at Disney University will prove invaluable." -- Michael Eisner, Former CEO and Chairman, The Walt Disney Company

When it comes to world-class employees, few organizations rival Disney. Famous for their friendliness, knowledge, passion, and superior customer service, Disney's employees have been fueling the iconic brand's wild success for more than 50 years. How has Disney succeeded in maintaining such a powerful workforce for so many years? Why are so many corporations and executives drawn to study how Disney continues to exemplify service and leadership standards? The Disney University, founded by Van France, trains the supporting cast that helps create the world-famous Disney Magic. Now, for the first time, the secrets of this exemplary institution are revealed. In *Disney U*, Doug Lipp examines how Van perpetuated Walt Disney's timeless company values and leadership lessons, creating a training and development dynasty. It contains never-before-told stories from numerous Disney legends. These pioneers share behind-the-scenes success stories of how they helped bring Walt Disney's dream to life. *Disney U* reveals the heart of the Disney culture and describes the company's values and operational philosophies that support the iconic brand. Doug Lipp lays out 13 timeless lessons Disney has used to drive profits and growth worldwide for more than half a century. To this day, the Disney University continues to turn out some of the most engaged, loyal, and customer-centered employees the business world has ever seen. Using the lessons outlined in *Disney U* will set your organization on a path of sustained success.

**PRAISE FOR *Disney U*:** "I highly recommend *Disney U* to anyone interested in building an enduring market presence and brand." -- Stephen Cannon, President and Chief Executive Officer, Mercedes-Benz USA "Lipp's narratives reveal how Van and other Disney visionaries set the stage for a world-class organization by skillfully balancing both 'people' and 'technology.'" -- Debi Aubee, Vice President of Sales, Bose Corporation "Every leader should have the equivalent of a Van France at his or her side. Thanks to Doug Lipp, we can now tap into the brilliance of a man who helped Walt create The Happiest Place on Earth." -- David Overton, Founder and Chief Executive Officer, The Cheesecake Factory

How does Disney University create such enthusiastic, loyal, and customer-centered employees, year after year? Now, for the first time, Doug

Lipp takes us on a journey backstage to answer this pivotal question." -- John G. Veres III, Ph.D., Chancellor, Auburn University at Montgomery "Doug Lipp shares terrific stories about Disney that underscore the importance of creating an organizational culture with an unwavering dedication to superlative service and exceptional quality, both for employees and customers. He then takes it a step further by explaining how to bring these values to life for your organization." -- Christine A. Morena, Executive Vice President of Human Resources, Saks Incorporated

## Book Information

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## Customer Reviews

DOUG LIPP helped create the first international version of the Disney University, in Japan at Tokyo Disneyland, and then led the training team of the Disney University at the corporate headquarters of The Walt Disney Company, The Walt Disney Studios. He mentored under a number of Disney University visionaries, including the Disney University founder, Van France. Lipp consults with numerous Fortune 100 corporations and travels the world speaking about the lessons he learned at the Disney University.

Disney is a lone example of a service business that has scaled in such a consistent and dramatic fashion. This book helps you see why that is the case. The hard part for most business owners, however, is getting off the ground and having as strong a differentiator and sense of purpose as Disney. So, this book is not for everyone but definitely insightful.

What makes Disney the happiest place on earth? It's dedication and teamwork explained in it's culture and values legacy from Walt Disney. Could Disney's values be applied in other venues of business and succeed? This is definitely a worthwhile read to open your eyes to the possibility of application wherever customer care is a priority.

An excellent book.

It is an experiential book of the success of Disney from its beginnings which gathers some of their best practices. Many of the things in this book are applicable and should serve as a good must read requirement for staff in corporate, support services, headquarters and any supporting roles in any company.

I have to say, this is one of my favorite books about service. It is not only well written, but interesting to read too. The lessons taught in this book can be applied to several industries. I have found myself reading this again and again to see what "new" piece of information I can pull from it.

As a disclaimer, I own a considerable amount of stock in the Walt Disney Company. That said, I want to know that there have been plenty of books written about how the Walt Disney Company maintains the loyalty of its customers and the pains it takes to make sure that each guest at its theme parks has an enjoyable experience. Doug Lipp's Disney U tells the story about how the training arm of the company was developed and how and why it has been successful. As a former university instructor who has attended Disney University courses as part of my career, I can attest that they offers more than just a rhetorical salute to "best practices": they also offer advice and information on creating and maintaining excellence in "brands," and employees, and all phases of a company's or organization's operations. I highly recommend this book to businessmen and organizations alike, just as I highly recommend a session with a Disney U instructor. and would even if I did not own a share of Disney stock. The training sessions that I took with Disney made me a better teacher, more in tune with my students' needs, and more "guest (student) centered" than I had been before.,

I really enjoyed reading this captivating book. I love how accessible Doug has made the Disney U processes for other organizations to be able to capitalize on. He paints a vivid picture of Disney University with compelling anecdotes that draw you in. I found myself immediately putting the

information to use in the work that I do with organizations. This is a great read if you are finding that your organization could be doing more, maybe much more, in helping drive much needed processes for work and communication like helping the entire population of employees be focused on the purpose of their roles to the larger picture along with accountability at all levels. Great job Mr. Lipp!

I enjoyed the book very much. It kind of gives you an idea of how the Disney Corporation ticks. It also gives you a better understanding as to why the cast member at Disney go about their day and present an appearance that they really enjoy their jobs.

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