

Lesson

SETTING THE STAGE

CREATE LEADERSHIP & SERVICE MAGIC



Video Chapters

- **Embrace Leadership and Service Magic:** From Ordinary to Extraordinary
- **Great Moments with Mr. Lincoln:** From *Good Enough* to *The Best is Never the Best*
- **Develop a Culture of Trust:** Is Everyone Engaged?



Objectives

- Examine your own experience with Disney. Then, consider what you can do to go from ordinary to extraordinary
- Explore how to create an environment of *the best is never the best*, instead of tolerating *good enough*
- Envision your team working even better together. Through increased trust, determine strategies for keeping the gears fully engaged



Values In This Lesson

In this lesson, we will peer into the windows of Disney Parks & Resorts, learning how Walt Disney and his visionary leaders created a culture of excellence that thrives many decades later. By staying true to his values, Walt Disney brought life to his dream called Disneyland; his values formed the foundation of the company. Walt Disney strived to achieve the extraordinary, never settling for *good enough*. Walt's courage to innovate set the stage of success for many generations of Disney employees.



"WHAT HAPPENS 'BACKSTAGE' WILL END UP 'ON-STAGE'. IF WE AREN'T FRIENDLY WITH EACH OTHER... SMILING AND SAYING 'GOOD MORNING' AND THINGS LIKE THAT, THEN WE'LL HAVE A SIMILAR ATTITUDE TOWARD OUR GUESTS."

- VAN FRANCE
FOUNDER, DISNEY UNIVERSITY
DISNEY U BOOK, INTRODUCTION



EMBRACE LEADERSHIP AND SERVICE MAGIC FROM ORDINARY TO EXTRAORDINARY



OBJECTIVE: Examine your own experience with the Disney organization and what you can do to become *extraordinary*.




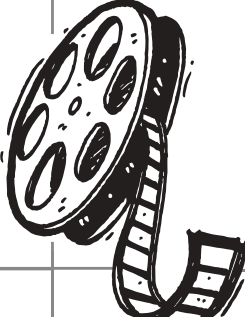


REFLECT: What does *Disney* mean to you?



What's the *first thing* that pops into your mind when you hear *Disney*?



ACTIVITY – DISNEY ICONS: Record additional ideas that come to mind about Disney in terms of the four areas below:

 <p>Emotion/Feeling</p>	<p>Entertainment</p> 
<p>Economic</p> 	<p>Innovation</p> 

**"ALL OUR
DREAMS CAN
COME TRUE,
IF WE HAVE THE
COURAGE
TO PURSUE THEM."**

WALT DISNEY

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? Choose a few ideas you recorded in the previous activity about Emotion, Entertainment, Economic, Innovative ideas. Share a specific example of how Disney demonstrates and accomplishes **extraordinary**.



REFLECT: Does it take courage to do **the extraordinary**?



ACTIVITY – EXTRAORDINARY: Think about what you do and see that is **extraordinary**



Describe a recent example when you noticed something **extraordinary** at another place of service.



How do you currently bring the **extraordinary** to your company or department every day?



List 2-3 new actions you will take to bring **extraordinary** to work:



REFLECT: Ponder this quote about ...

“WHAT EVER YOU DO, DO IT WELL. DO IT SO WELL THAT WHEN PEOPLE SEE YOU DO IT THEY WILL WANT TO COME BACK AND SEE YOU DO IT AGAIN, AND THEY WILL WANT TO BRING OTHERS AND SHOW THEM HOW WELL YOU DO WHAT YOU DO.”

- WALT DISNEY



GREAT MOMENTS WITH MR. LINCOLN

FROM *GOOD ENOUGH* TO *THE BEST* IS NEVER *THE BEST*

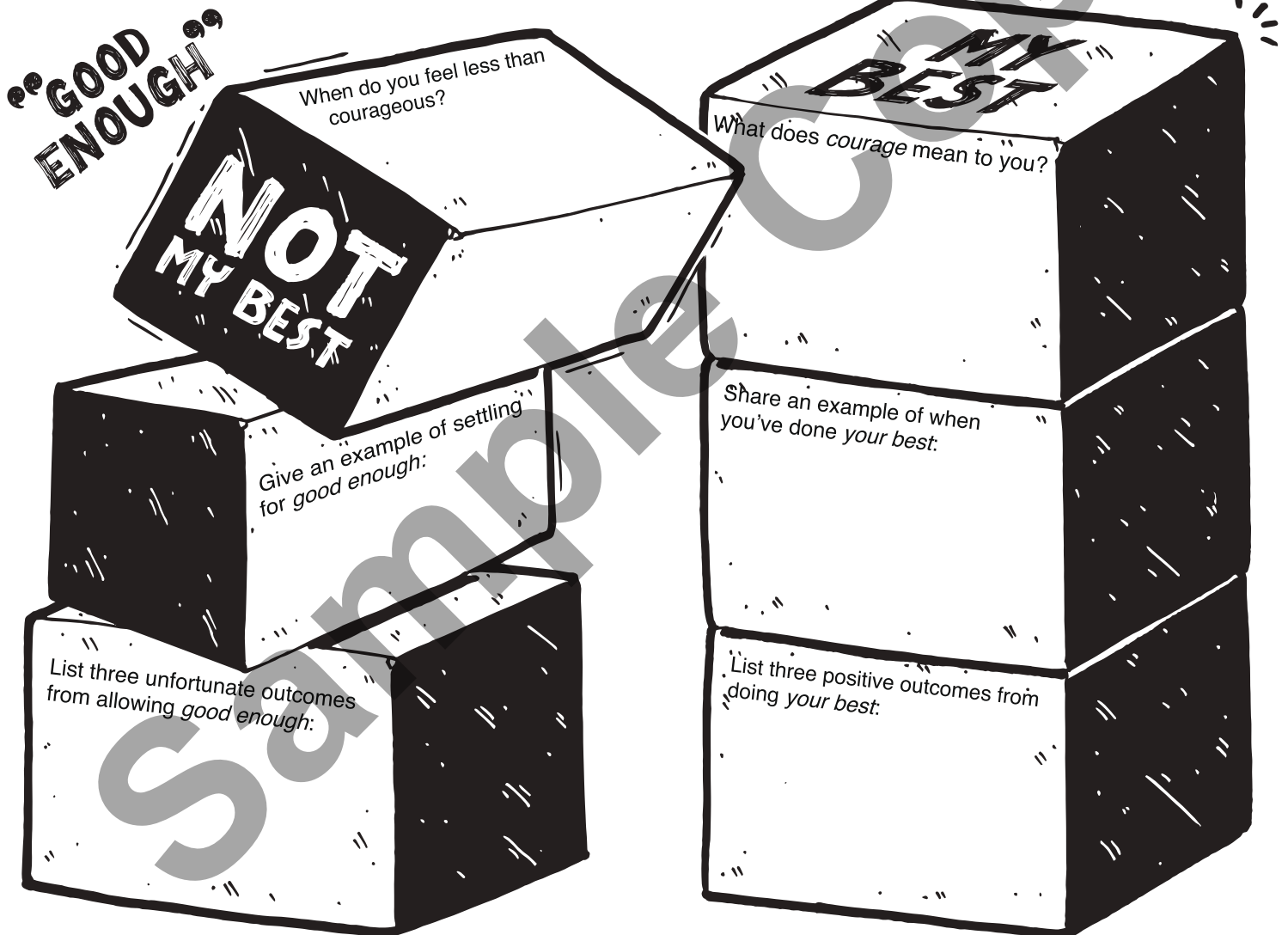


OBJECTIVE: Explore how to get your “*best*” instead of tolerating “*good enough*.”



ACTIVITY – MY BEST: Think about the Great Moments with Mr. Lincoln video. Then read and respond to the following questions.

ALWAYS IMPROVING



REFLECT: Ponder the examples you shared. It should seem less difficult now to transition from *good enough* to *my best*.



CREATE A CULTURE OF TRUST IS EVERYONE ENGAGED?



OBJECTIVE: Envision your team working even better together, (like a well-maintained machine), with increased trust, and fully engaged.



REFLECT: Peer into the window of your organization...what do you see? Does everyone know their role? Are employees valued, trusted and properly trained?



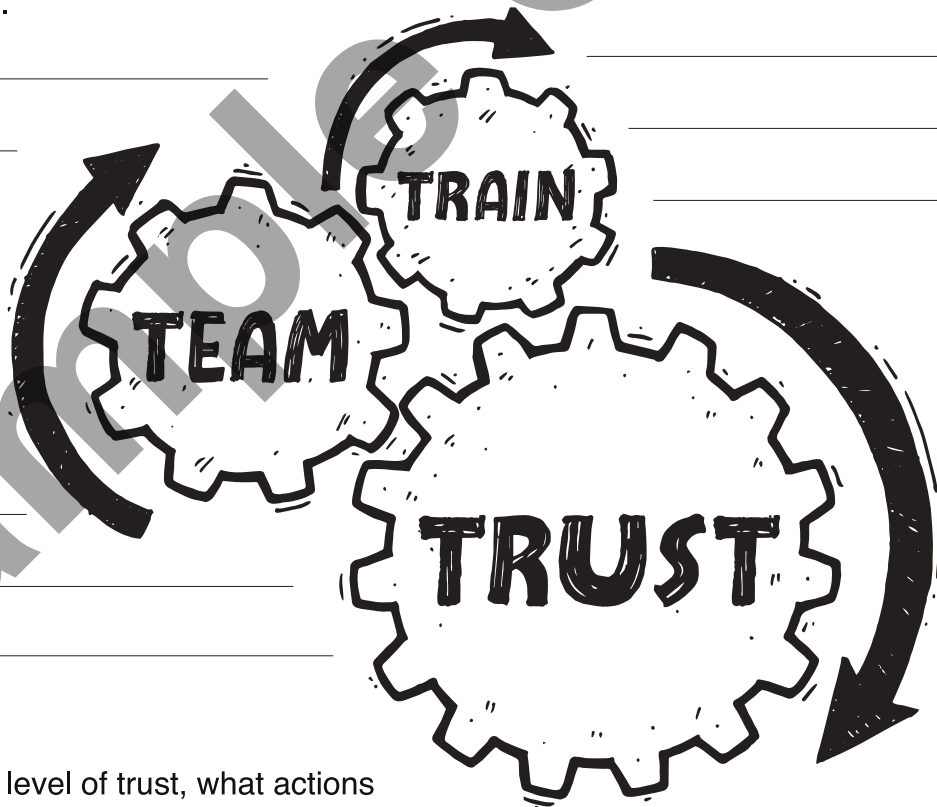
ACTIVITY – TEAM, TRAIN, TRUST: List 2-3 examples of how you create trust.

List examples of how you on-board new employees.

List examples of how you train existing employees.

Share examples of how your team's working well together.

If your team had a higher level of trust, what actions would you see happening that you don't see now?





TAKING IT HOME EXTRAORDINARY BEGINS WITH YOU

- Challenge *good enough* policies, procedures, attitudes
- Create a culture (your own, your department's, your company's) of *the best is never the best*
- List specific behaviors that you commit to Start, Stop and Continue

START

STOP

continue...

SHORT TERM (within one week):

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

LONG TERM (within one month or more):

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____



Taking it Home Group Exercise - Consider sharing the Start Stop and Continue exercise as a team:

The ideas are shared on three separate flip charts. Identify at least one Start, Stop, and Continue goal that can be accomplished in the next week. List on flip chart. Agree upon responsibilities (who will do what, by when). List on flip chart. Identify at least one Start, Stop, and Continue goal that can be accomplished in the next month. List on flip chart. Agree upon responsibilities (who will do what, by when). List on flip chart.



WRAP UP: SETTING THE STAGE

Finely tuned organizations enjoy crystal clear direction, and high levels of trust ... leaders and employees are all working toward that same direction. These outcomes don't happen automatically. Such outcomes require conscious leadership and a high level of honest self – reflection.



CREATE LEADERSHIP AND SERVICE MAGIC FROM ORDINARY TO EXTRAORDINARY

- Examine your own experience with the Disney organization and what you can do to be extraordinary
- Performing in an extraordinary manner drives leadership and service magic.
- “Peer into the windows” of your own organization and look at your business through the eyes of your customers ... then decide how you can further differentiate from your competitors.



GREAT MOMENTS WITH MR. LINCOLN FROM *GOOD ENOUGH* TO THE *BEST IS NEVER THE BEST*

- Move beyond tolerating “good enough,” and embrace constant improvement.
- “The best is never the best” ... this attitude demands breaking new ground and is a fundamental component of Disney's sustained success.
- Have courage and demonstrate your best.
- Leverage the values of the past to set the stage for future success.



CREATE A CULTURE OF TRUST *IS EVERYONE ENGAGED?*

- A trusting, fully-committed team is like a well-maintained machine; all the gears are engaged.
- Organizational culture determines levels of employee trust and engagement.
- New hire onboarding processes are a direct reflection of how much leaders and owners value employees.
- On-going training of all employees is a vital investment in organizational success. Fully informed employees, working in an environment of trust, are fully engaged employees.