



Leadership Magic is proud to be the sole-source provider for Doug Lipp’s “Disney U” training content. Doug Lipp is a distinguished consultant, business keynote speaker, eight-time business author and world authority on building esteemed organizational cultures. He helps companies and organizations around the world, see how values and culture form the essence of their business and provides clear insights on how they can build an even stronger brand. ***The foundation is values-based leadership, teamwork, customer service and innovation.***

Some questions to consider...

- How has Disney managed to keep its employees and customers so fiercely devoted to the brand?
- How has it managed to continually top the charts as one of the world’s most loved brands?
- How can you learn from its practices to catapult your organization’s service strategies to even higher levels?

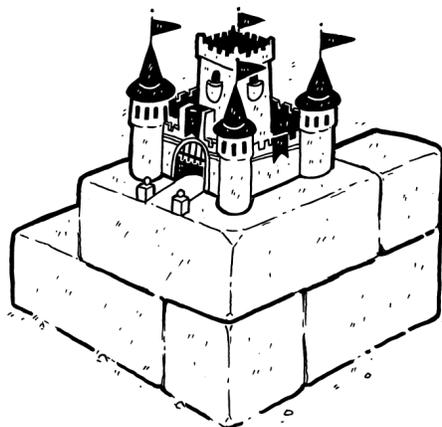
Through Doug Lipp’s leadership experience at the helm of training at Disney university, he offers answers to these questions through the online training platform created in partnership with Leadership Magic.

As learners experience the lessons from “Disney U”, Doug reveals fascinating stories, unique insights, and invaluable lessons that can assist your organization and learners in finding and mastering its own special brand of magic.

The lessons from “Disney U” will help your organization and employees discover what’s your magic. How together you create a culture of significance. So, get ready to come to the edge of your seats as you discover this, and more, during this thought-provoking and powerful series of exceptional online training, brought to you by Doug Lipp and Leadership Magic.

Suggested Series Packages Include the Following Topics:

- Complete series
- Leadership – Trust-Building
- Leadership – Strategic Planning
- Leadership – Leadership Development
- Leadership – Leading Change
- Organizational Values & Culture
- Creativity
- Employee Training & Development, Empowerment
- Customer Service / Experience
- Service Recovery
- Teambuilding
- International / Cross-Cultural Communication
- Mental Toughness / Stress Management



“DISNEY U” COMPLETE SERIES

Below are the “chapters” and objective summaries currently available as video segments in the Doug Lipp, Leadership Magic Online Training “Disney U” Complete series.

CHAPTER OVERVIEW

RUN TIME



INTRO | EMBRACE LEADERSHIP & SERVICE MAGIC

4:18

From Ordinary to Extraordinary

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GREAT MOMENTS WITH MR. LINCOLN

3:23

From Good Enough to The Best Is Never the Best

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



CREATE A CULTURE OF TRUST

2:46

Is Everyone Engaged?

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



FROM POT OF SOUP TO BULLION CUBE

3:24

Simplify the Complex

OBJECTIVE: Identify the guiding principles for your organization and create Crystal Clear Priorities (CCPs)



WALK THE PARK

4:22

Lessons From the Jungle Cruise

OBJECTIVE: Identify benefits of walking in your employees' and customers' shoes.



PLUS THE SHOW

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Safety, Courtesy, Show, Capacity / Efficiency (SCSC)

OBJECTIVE: Learn how values matter and align them into your organizational culture.



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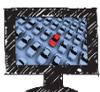


POPCORN EMPOWERMENT

7:15

Create Service Superheroes

OBJECTIVE: Find ways to empower your employees to deliver solutions with outstanding service.



PARKING LOT PRINCIPLE

5:08

Create Lasting Impressions

OBJECTIVE: Improve the first and last impressions of your organizations customers.



SWEEPER OLYMPICS

7:11

Attitude is Everything

OBJECTIVE: From disengaged to engaged, create a team of service superheroes.



DREAMERS & DOERS

4:12

The Brilliance of Balance

OBJECTIVE: Identify Dreamers and Doers in your organization. Recognize why having both are important and why it brings balance to your organization. Both are vital to ensure sustained success.



ESCAPE YOUR COMFORT ZONE

6:37

Challenge Complacency

OBJECTIVE: Get out of your comfort zone by creating a new action. Move beyond complacency and familiarity.

(Group exercise; “Handwriting”).



CHANGE OR PERISH

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Take a Ride on The S-Curve

OBJECTIVE: Plan you company reinvention campaign honoring the past but also moving in a future direction. Learn about “S” curves and how to manage them.



DON'T REST ON YOUR LAURELS

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Move Beyond Status Quo

OBJECTIVE: Don't rest on your laurels. Continually look for ways to move forward. Never settle for the status quo.



EVEN MONKEYS FALL FROM TREES

3:02

Lead and Learn with Humility

OBJECTIVE: Identify the weaknesses of your Team



BRUTAL HONESTY

3:06

Who is Your Contrarian Thinker?

OBJECTIVE: Identify your truth-teller. Overcome obstacles with courage, creativity, brutally honest feedback and transparency.



SEE THINGS DIFFERENTLY

3:23

Familiarity Breeds Complacency

OBJECTIVE: Contrarian thinkers often help teams see more. (Group exercise; “Count the “F”s”).



LET THE OLD WAYS RULE

2:52

What Would Walt Do?

OBJECTIVE: Identify how your **history** hinders creativity. Avoid “What Would Walt Say?”



WE’RE SOOOO GOOD

3:10

Break the Mold & Move Beyond Arrogance

OBJECTIVE: Identify how your **successes** may hinder creativity. Recognize if your organization has a *status quo* or *why change* culture.



NO VICTIMS ALLOWED

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Accept Responsibility & Evolve

OBJECTIVE: Identify how **blame** hinders creativity. Listen for the victim mentality “**you statements**” in your organization. Role model and transition these to “**I statements**”.



REMEMBER THE CUSTOMER

3:00

Recognize, Own & Minimize Problems

OBJECTIVE: Identify disconnects with internal and external customers. Recognize which obstacles you own and can minimize.



DIFFERENTIATE!

4:25

What do Your Customers Care About?

OBJECTIVE: Identify how you can better connect with customers and employees. Identify how you are capturing hearts and minds of your employees. Determine if words and actions are aligned.



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THE GLOBE IS SHRINKING. IS YOUR BUSINESS EXPANDING?

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Think Outside the Blocks

OBJECTIVE: Identify how to better connect with your culturally diverse co-workers to identify marketplace opportunities. (**Group exercise; "Count The Squares"**).



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HOW CLEAN IS CLEAN?

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OBJECTIVE: Assess how to bridge cultural gaps using improved communication techniques.



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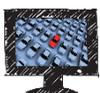


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The Power of Job-Sharing

OBJECTIVE: Reduce interdepartmental tension and increase teamwork via job-sharing and job knowledge.



LISTEN FOR SUCCESS

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Transform Complaints into Compliments

OBJECTIVE: Understand how to turn a customer complaint into a competitive advantage.



RAPS SERVICE RECOVERY MODEL

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Emotion Versus Information

OBJECTIVE: Learn to deal with complaints via a step-by-step active listening tool.



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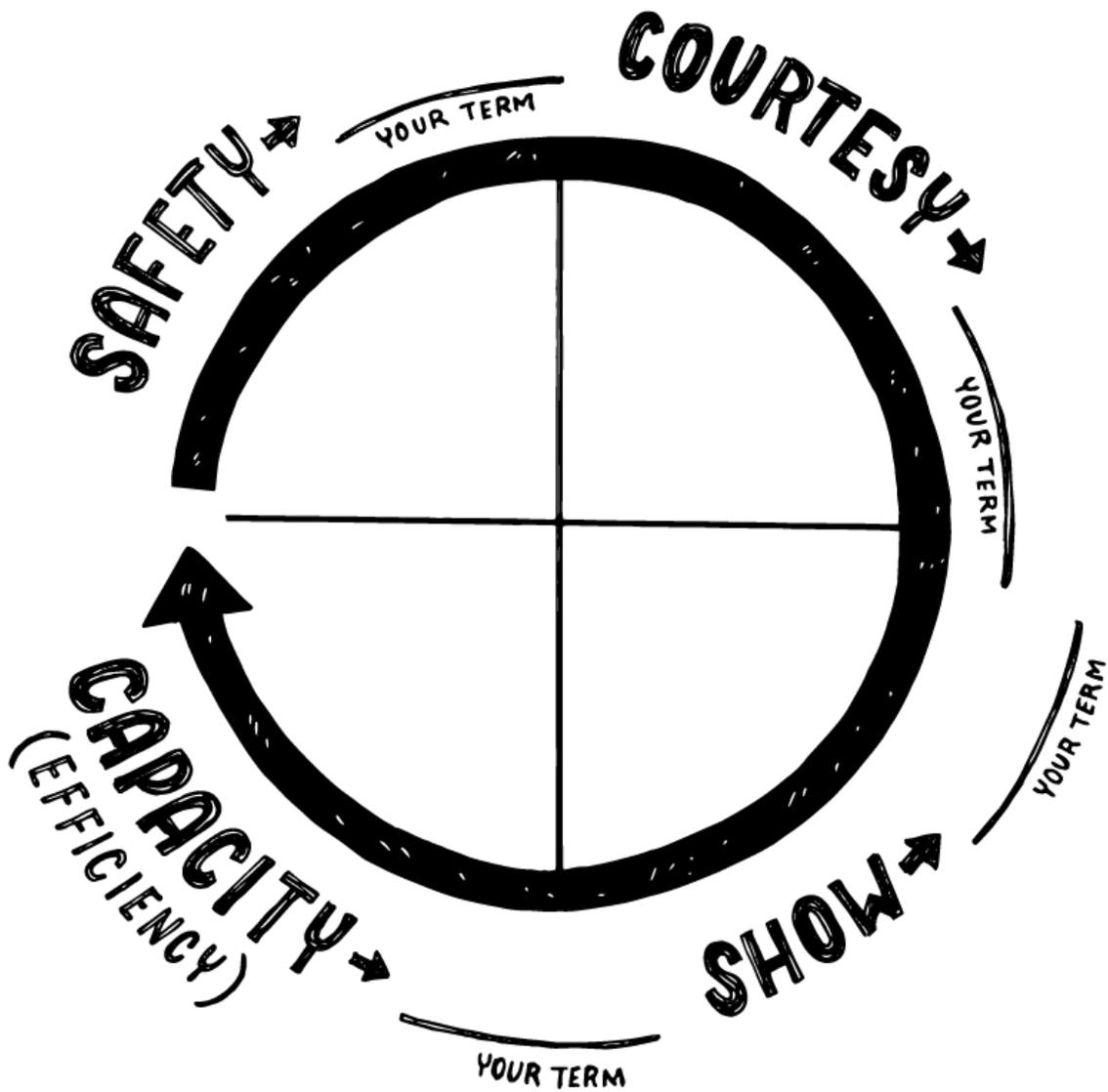


DISNEY U WRAP UP

Inspiration from Three Disney Legends

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LEADERSHIP | TRUST-BUILDING SERIES

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LEADERSHIP | STRATEGIC PLANNING SERIES

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LEADERSHIP | LEADERSHIP DEVELOPMENT SERIES

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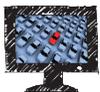


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Inspiration from Three Disney Legends

Note: *This chapter is automatically included as the closing video in the series.*

ORGANIZATIONAL VALUES & CULTURE SERIES

Below are the “chapters” and objective summaries currently available as video segments in the “Disney U” Doug Lipp, Leadership Magic Online Training Organizational Values & Culture series.

CHAPTER OVERVIEW

RUN TIME



INTRO | EMBRACE LEADERSHIP & SERVICE MAGIC

4:18

From Ordinary to Extraordinary

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

***Note:** This chapter is automatically included as the opening video in the series.*



GREAT MOMENTS WITH MR. LINCOLN

3:23

From Good Enough to The Best Is Never the Best

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



CREATE A CULTURE OF TRUST

2:46

Is Everyone Engaged?

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



WALK THE PARK

4:22

Lessons From the Jungle Cruise

OBJECTIVE: Identify benefits of walking in your employees' and customers' shoes.



PLUS THE SHOW

4:23

Safety, Courtesy, Show, Capacity / Efficiency (SCSC)

OBJECTIVE: Learn how values matter and align them into your organizational culture.



SNOW WHITE NEVER HAS A BAD DAY

6:51

All Business is Show Business

OBJECTIVE: Identify Good Show and Bad Show in your organization. Determine how to maximize Good Show and minimize Bad Show.



DREAMERS & DOERS

4:12

The Brilliance of Balance

OBJECTIVE: Identify Dreamers and Doers in your organization. Recognize why having both are important and why it brings balance to your organization. Both are vital to ensure sustained success.



CHANGE OR PERISH

4:15

Take a Ride on The S-Curve

OBJECTIVE: Plan your company reinvention campaign honoring the past but also moving in a future direction. Learn about "S" curves and how to manage them.



DON'T REST ON YOUR LAURELS

2:14

Move Beyond Status Quo

OBJECTIVE: Don't rest on your laurels. Continually look for ways to move forward. Never settle for the status quo.



BRUTAL HONESTY

3:06

Who is Your Contrarian Thinker?

OBJECTIVE: Identify your truth-teller. Overcome obstacles with courage, creativity, brutally honest feedback and transparency.



LET THE OLD WAYS RULE

2:52

What Would Walt Do?

OBJECTIVE: Identify how your **history** hinders creativity. Avoid "What Would Walt Say?"



WE'RE SOOOO GOOD

3:10

Break the Mold & Move Beyond Arrogance

OBJECTIVE: Identify how your **successes** may hinder creativity. Recognize if your organization has a *status quo* or *why change* culture.



DIFFERENTIATE!

4:25

What do Your Customers Care About?

OBJECTIVE: Identify how you can better connect with customers and employees. Identify how you are capturing hearts and minds of your employees. Determine if words and actions are aligned.



WALK THE PARK

4:06

Capture Hearts & Minds

OBJECTIVE: Identify how you can transform information gathered by **walking the park** into improved employee relations and customer service.



CULTURE IS MORE THAN A COAT OF PAINT

3:10

Disney U 4 Circumstances

OBJECTIVE: Determine if your organization is taking a pro-active role in creating culture, or if your organizational culture is evolving by chance.



EMBRACE CREATIVITY

2:14

Value #1 Innovate

OBJECTIVE: Identify your organization's most important value and how this is brought to life.



FROM NO BECAUSE TO YES IF

3:06

Value #2 Support

OBJECTIVE: Identify your **YES** opportunities. Identify how well leadership shows support of "The Show" (your employees, products, and services).



MARKETING GETS 'EM IN THE DOOR, TRAINING KEEPS THEM IN!

3:16

Value #3 Educate

OBJECTIVE: Determine how much of your organization values learning. Determine if training curriculum and operational realities are aligned.



LAUGHTER IS NO ENEMY TO LEARNING

3:16

Value #4 Entertain

OBJECTIVE: Assess the effectiveness of your meetings and employee development. Identify if they are boring and forgettable, or if they are memorable and engaging.



ANTICIPATE!

1:57

Know Your Customer. Know Your Team

OBJECTIVE: Make a plan to anticipate clients and employee's issues.



DISNEY U WRAP UP

2:39

Inspiration from Three Disney Legends

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CREATIVITY SERIES

Below are the “chapters” and objective summaries currently available as video segments in the “Disney U” Doug Lipp, Leadership Magic Online Training Creativity series.

CHAPTER OVERVIEW

RUN TIME



INTRO | EMBRACE LEADERSHIP & SERVICE MAGIC

4:18

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

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DREAMERS & DOERS

4:12

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OBJECTIVE: Identify Dreamers and Doers in your organization. Recognize why having both are important and why it brings balance to your organization. Both are vital to ensure sustained success.



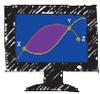
ESCAPE YOUR COMFORT ZONE

6:37

Challenge Complacency

OBJECTIVE: Get out of your comfort zone by creating a new action. Move beyond complacency and familiarity.

(Group exercise; “Handwriting”).



CHANGE OR PERISH

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OBJECTIVE: Contrarian thinkers often help teams see more. (Group exercise; “Count the “F”s”).



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OBJECTIVE: Identify how **blame** hinders creativity. Listen for the victim mentality “**you statements**” in your organization. Role model and transition these to “**I statements**”.



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THE GLOBE IS SHRINKING. IS YOUR BUSINESS EXPANDING?

5:07

Think Outside the Blocks

OBJECTIVE: Identify how to better connect with your culturally diverse co-workers to identify marketplace opportunities. (Group exercise; “Count The Squares”).



WHEN IS A TRAIN NOT A TRAIN?

7:38

Are We Looking at The Same Thing?

OBJECTIVE: Determine how effectively your team incorporates diverse viewpoints, cultures, or perspectives.



HOW CLEAN IS CLEAN?

Intercultural Communication

OBJECTIVE: Assess how to bridge cultural gaps using improved communication techniques.



THE WORLD IS CHANGING... ARE YOU?

3:57

Embrace Diversity

OBJECTIVE: Identify how to communicate effectively with various cultures.



ANTICIPATE!

1:57

Know Your Customer. Know Your Team

OBJECTIVE: Make a plan to anticipate clients and employee's issues.



TIGGER TEAM BUILDING

6:21

The Power of Job-Sharing

OBJECTIVE: Reduce interdepartmental tension and increase teamwork via job-sharing and job knowledge.



ARE YOU STUCK IN THE MIDDLE SEAT

7:00

We Control Our Attitude... Nothing Else.

OBJECTIVE: Learn about the triangle of success and use it as a framework for your personal success.



LIFE IS A JUGGLING ACT

Which Balls Are You Going to Drop?

OBJECTIVE: Sort your values. Are you juggling too many rubber balls at the expense of glass balls?



DISNEY U WRAP UP

2:39

Inspiration from Three Disney Legends

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EMPLOYEE TRAINING & DEVELOPMENT, EMPOWERMENT SERIES

Below are the “chapters” and objective summaries currently available as video segments in the “Disney U” Doug Lipp, Leadership Magic Online Training Employee Training & Development, Empowerment series.

CHAPTER OVERVIEW

RUN TIME



INTRO | EMBRACE LEADERSHIP & SERVICE MAGIC

4:18

From Ordinary to Extraordinary

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

***Note:** This chapter is automatically included as the opening video in the series.*



FROM POT OF SOUP TO BULLION CUBE

3:24

Simplify the Complex

OBJECTIVE: Identify the guiding principles for your organization and create Crystal Clear Priorities (CCPs)



POPCORN EMPOWERMENT

7:15

Create Service Superheroes

OBJECTIVE: Find ways to empower your employees to deliver solutions with outstanding service.



PARKING LOT PRINCIPLE

5:08

Create Lasting Impressions

OBJECTIVE: Improve the first and last impressions of your organizations customers.



SWEEPER OLYMPICS

7:11

Attitude is Everything

OBJECTIVE: From disengaged to engaged, create a team of service superheroes.



ESCAPE YOUR COMFORT ZONE

6:37

Challenge Complacency

OBJECTIVE: Get out of your comfort zone by creating a new action. Move beyond complacency and familiarity.

(Group exercise; “Handwriting”).



EVEN MONKEYS FALL FROM TREES

3:02

Lead and Learn with Humility

OBJECTIVE: Identify the weaknesses of your Team



SEE THINGS DIFFERENTLY

3:23

Familiarity Breeds Complacency

OBJECTIVE: Contrarian thinkers often help teams see more.

(Group exercise; “Count the “F”s”).



REMEMBER THE CUSTOMER

3:00

Recognize, Own & Minimize Problems

OBJECTIVE: Identify disconnects with internal and external customers. Recognize which obstacles you own and can minimize.



WALK THE PARK

4:06

Capture Hearts & Minds

OBJECTIVE: Identify how you can transform information gathered by **walking the park** into improved employee relations and customer service.



NO SILOS!

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Leverage Cultural Diversity

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WHERE'S MY CAR?

3:41

Think for Your Customer

OBJECTIVE: Examine how to better manage customer and employee expectations and resolve problems in advance.



WHAT TIME IS THE 3:00 PARADE?

2:39

There Are NO Stupid Questions.

OBJECTIVE: Examine how to better manage the expectations of your customer's to "plus the show".



LISTEN FOR SUCCESS

2:21

Transform Complaints into Compliments

OBJECTIVE: Understand how to turn a customer complaint into a competitive advantage.



RAPS SERVICE RECOVERY MODEL

7:04

Emotion Versus Information

OBJECTIVE: Learn to deal with complaints via a step-by-step active listening tool.



START STOP & CONTINUE

2:44

Turning Knowledge into Action

OBJECTIVE: Apply the **Start**, **Stop**, and **Continue** exercise to the final takeaways of this training.



DISNEY U WRAP UP

2:39

Inspiration from Three Disney Legends

Note: *This chapter is automatically included as the closing video in the series.*



CUSTOMER SERVICE / EXPERIENCE SERIES

Below are the “chapters” and objective summaries currently available as video segments in the “Disney U” Doug Lipp, Leadership Magic Online Training Customer Service / Experience series.

.

CHAPTER OVERVIEW

RUN TIME



INTRO | EMBRACE LEADERSHIP & SERVICE MAGIC

4:18

From Ordinary to Extraordinary

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

***Note:** This chapter is automatically included as the opening video in the series.*



FROM POT OF SOUP TO BULLION CUBE

3:24

Simplify the Complex

OBJECTIVE: Identify the guiding principles for your organization and create Crystal Clear Priorities (CCPs)



WALK THE PARK

4:22

Lessons From the Jungle Cruise

OBJECTIVE: Identify benefits of walking in your employees’ and customers’ shoes.



PLUS THE SHOW

4:23

Safety, Courtesy, Show, Capacity / Efficiency (SCSC)

OBJECTIVE: Learn how values matter and align them into your organizational culture.



SNOW WHITE NEVER HAS A BAD DAY

6:51

All Business is Show Business

OBJECTIVE: Identify Good Show and Bad Show in your organization. Determine how to maximize Good Show and minimize Bad Show.



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7:15

Create Service Superheroes

OBJECTIVE: Find ways to empower your employees to deliver solutions with outstanding service.



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EVEN MONKEYS FALL FROM TREES

3:02

Lead and Learn with Humility

OBJECTIVE: Identify the weaknesses of your Team



WE'RE SOOOO GOOD

3:10

Break the Mold & Move Beyond Arrogance

OBJECTIVE: Identify how your **successes** may hinder creativity. Recognize if your organization has a *status quo* or *why change* culture.



REMEMBER THE CUSTOMER

3:00

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4:25

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OBJECTIVE: Identify how you can better connect with customers and employees. Identify how you are capturing hearts and minds of your employees. Determine if words and actions are aligned.



WALK THE PARK

4:06

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OBJECTIVE: Identify how you can transform information gathered by **walking the park** into improved employee relations and customer service.



THE WORLD IS CHANGING... ARE YOU?

3:57

Embrace Diversity

OBJECTIVE: Identify how to communicate effectively with various cultures.



ANTICIPATE!

1:57

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OBJECTIVE: Make a plan to anticipate clients and employee's issues.



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3:41

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OBJECTIVE: Understand how to turn a customer complaint into a competitive advantage.



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OBJECTIVE: Learn to deal with complaints via a step-by-step active listening tool.



DISNEY U WRAP UP

2:39

Inspiration from Three Disney Legends

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SERVICE RECOVERY SERIES

Below are the “chapters” and objective summaries currently available as video segments in the “Disney U” Doug Lipp, Leadership Magic Online Training Service Recovery series.

CHAPTER OVERVIEW

RUN TIME



INTRO | EMBRACE LEADERSHIP & SERVICE MAGIC

4:18

From Ordinary to Extraordinary

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

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GREAT MOMENTS WITH MR. LINCOLN

3:23

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



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OBJECTIVE: Find ways to empower your employees to deliver solutions with outstanding service.



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WHEN IS A TRAIN NOT A TRAIN?

7:38

Are We Looking at The Same Thing?

OBJECTIVE: Determine how effectively your team incorporates diverse viewpoints, cultures, or perspectives.



HOW CLEAN IS CLEAN?

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OBJECTIVE: Assess how to bridge cultural gaps using improved communication techniques.



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DISNEY U WRAP UP

2:39

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TEAMBUILDING SERIES

Below are the “chapters” and objective summaries currently available as video segments in the “Disney U” Doug Lipp, Leadership Magic Online Training Teambuilding series.

CHAPTER OVERVIEW

RUN TIME



INTRO | EMBRACE LEADERSHIP & SERVICE MAGIC

4:18

From Ordinary to Extraordinary

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

Note: This chapter is automatically included as the opening video in the series.



FROM POT OF SOUP TO BULLION CUBE

3:24

Simplify the Complex

OBJECTIVE: Identify the guiding principles for your organization and create Crystal Clear Priorities (CCPs)



SNOW WHITE NEVER HAS A BAD DAY

6:51

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5:08

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OBJECTIVE: Improve the first and last impressions of your organizations customers.



ESCAPE YOUR COMFORT ZONE

6:37

Challenge Complacency

OBJECTIVE: Get out of your comfort zone by creating a new action. Move beyond complacency and familiarity.

(Group exercise; “Handwriting”).



CHANGE OR PERISH

4:15

Take a Ride on The S-Curve

OBJECTIVE: Plan you company reinvention campaign honoring the past but also moving in a future direction. Learn about “S” curves and how to manage them.



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3:02

Lead and Learn with Humility

OBJECTIVE: Identify the weaknesses of your Team



SEE THINGS DIFFERENTLY

3:23

Familiarity Breeds Complacency

OBJECTIVE: Contrarian thinkers often help teams see more. (Group exercise; “Count the “F”s).



LET THE OLD WAYS RULE

2:52

What Would Walt Do?

OBJECTIVE: Identify how your **history** hinders creativity. Avoid “What Would Walt Say?”



NO VICTIMS ALLOWED

3:41

Accept Responsibility & Evolve

OBJECTIVE: Identify how **blame** hinders creativity. Listen for the victim mentality “**you statements**” in your organization. Role model and transition these to “**I statements**”.



REMEMBER THE CUSTOMER

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WALK THE PARK

4:06

Capture Hearts & Minds

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ANTICIPATE!

1:57

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TIGGER TEAM BUILDING

6:21

The Power of Job-Sharing

OBJECTIVE: Reduce interdepartmental tension and increase teamwork via job-sharing and job knowledge.



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START STOP & CONTINUE

2:44

Turning Knowledge into Action

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DISNEY U WRAP UP

2:39

Inspiration from Three Disney Legends

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INTERNATIONAL / CROSS-CULTURAL COMMUNICATION SERIES

Below are the “chapters” and objective summaries currently available as video segments in the “Disney U” Doug Lipp, Leadership Magic Online Training International / Cross-Cultural Communication series.

CHAPTER OVERVIEW

RUN TIME



INTRO | EMBRACE LEADERSHIP & SERVICE MAGIC

4:18

From Ordinary to Extraordinary

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NO SILOS!

2:46

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MENTAL TOUGHNESS / STRESS MANAGEMENT SERIES

Below are the “chapters” and objective summaries currently available as video segments in the “Disney U” Doug Lipp, Leadership Magic Online Training Mental Toughness / Stress Management series.

CHAPTER OVERVIEW

RUN TIME



INTRO | EMBRACE LEADERSHIP & SERVICE MAGIC

4:18

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6:37

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3:02

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OBJECTIVE: Identify the weaknesses of your Team



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7:00

We Control Our Attitude... Nothing Else.

OBJECTIVE: Learn about the triangle of success and use it as a framework for your personal success.



LIFE IS A JUGGLING ACT

Which Balls Are You Going to Drop?

OBJECTIVE: Sort your values. Are you juggling too many rubber balls at the expense of glass balls?



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