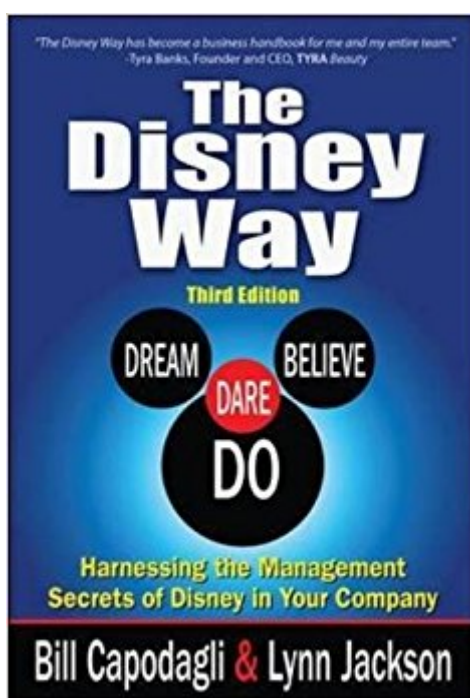


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# The Disney Way: Harnessing The Management Secrets Of Disney In Your Company, Third Edition (Business Books)



## Synopsis

“Dream, Believe, Dare, Do . . .” Though four simple words, this carefully crafted credo lies at the heart of Walt Disney’s enviable empire and has led The Walt Disney Company to prosperity for decades. As foremost experts on Disney, authors Bill Capodagli and Lynn Jackson return with an updated and expanded third edition of *The Disney Way* to show how organizations can incorporate this four-pillared credo to support any business, drive any team, and guide any leader to create immeasurable success. Profiling a new set of diverse organizations such as TYRA Beauty, Rainbow Babies & Children’s Hospital, Ottawa County, Michigan, and Science Center of Iowa the authors show how companies of any size, whether an entrepreneurial startup or a Fortune 500, can reach their utmost potential by embracing Walt Disney’s techniques to create a consumer-centric culture. They provide step-by-step actions on how to:

- Give every member of your organization a chance to dream
- Stand firm on your beliefs and principles
- Treat your customers like guests
- Support, enable, and reward employees
- Build long-term relationships
- Dare to take calculated risks
- Train extensively and constantly
- Align long-term vision with short-term execution
- Utilize storyboarding techniques
- Pay close attention to details
- Demonstrate “love” for product, employees, customers, and self

Find out why Walt Disney’s Dream, Believe, Dare, Do principles continue to redefine the nature of business and revolutionize the art of management, while learning how to implement them in your own organization.

## Book Information

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## Customer Reviews

"I've been obsessed with the enchantment of the Disney empire ever since I was a little girl. As an adult entrepreneur and CEO, studying Walt Disney's magical culture is beyond inspiring and motivating. The Disney Way has become a business handbook for me and my entire team." - Tyra Banks, Founder and CEO, TYRA Beauty  
"So useful you may whistle while you work." - Fortune  
"This book is about the real magic: Stimulating and harmonizing the collective energy of your people."

Ken Blanchard, bestselling author of *The One Minute Manager*  
"The Disney Way is not only a compelling read, it provides leaders at every level with the principles, actionable best practices, and inspiration to go out and create a winning culture in their team, division, or company. You will be glad you took the time to read it yourself, and will want to get a copy for your leaders at every

level!"  
"It was the Disney standard of imagination and engagement that inspired me so many years ago. Now, Bill and Lynn bring these ideals and practices into practical use, with something for any dreamer to use."

From the new foreword by John Christensen, coauthor of the bestselling book *FISH!*

In 1993, Bill Capodagli co-founded Capodagli Jackson Consulting and has since become one of the most requested keynote speakers on the corporate cultures of both Disney and Pixar. He is also a well-known expert on customer-centric culture transformations in which he guides leaders to adopt Walt's timeless success credo. Lynn Jackson is a co-founder of Capodagli Jackson Consulting and has been helping leaders and teams to embrace the principles of Disney and Pixar for over 20 years. She holds an M.S. degree in organizational development and instructional systems technology, and develops workshops based upon Walt Disney's Dream, Believe, Dare, Do principles. Capodagli and Jackson also co-authored *The Disney Way Fieldbook: How to Implement Walt Disney's Vision of "Dream, Believe, Dare, Do" in Your Company*, *Leading at the Speed of Change: Using New Economy Rules to Invigorate Old Economy*

Companies and Innovate the Pixar Way: Business Lessons from the World's Most Creative Corporate Playground. Learn more about Capodagli Jackson Consulting at [capojac.com](http://capojac.com).

Love it! This book is full of valuable insights. At Disney, every project begins with a story. That was a key takeaway for me. Capodagli and Jackson did just that in their writing. I was captivated from the very beginning listening to the stories of Walt and other key Disney figures. The authors walk you through the challenges and triumphs at Disney, then bring it home to your organization in terms of Dream, Believe, Dare, Do. That was helpful for me in understanding how to apply the principles of Disney's creative geniuses to virtually any type of project. What do you want your customers' experience to be? Begin with the story or "dream". If you "believe" it is can and should be done, it becomes your motivation when you "dare" and your direction when you "do".

Great book, for everyone.

Great book for anyone in any type of management position. Cockerell gives insight into one of the most successful businesses of all time.

Inspiring

great

Great product

Awe

This is the updated and expanded Third Edition of a book first published in 2007.

What's new in this edition? According to Bill Capodagli and Lynn Jackson, they feature organizations that are predominantly in start-up mode or have revamped their strategies to become more customer-centric. The lineup includes six entities that have recently launched their businesses or have reinvented their cultures. There are also three well-established organizations that are striving to continuously to improve [and others] that demonstrate how [the Walt Disney Company's] Dream, Believe, Dare, Do Principles apply in a small community business. And, finally, how Ottawa County, Michigan, one of

the most progressive state administrative divisions in the United States, has used each element of the Disney Way as a starting point to create an amazing culture over a period of three years. Chapters 12-14 are brand new. I recently re-read Neal Gabler's biography of Walt Disney and then as I began to read this Third Edition I was again reminded of an incident years ago when one of Albert Einstein's Princeton colleagues gently chided him for asking the same questions every year on his final examinations. "Quite true. Guilty as charged. Every year the answers are different. Fifty years after Walt Disney's death, the Dream, Believe, Dare, Do Principles remain relevant and instructive to leaders in almost any company whatever its size and nature may be. However, the nature and extent of applying those principles have changed significantly in a global marketplace that has become more volatile, more uncertain, more complex, and more ambiguous than at any prior time that I can remember. These are among the dozens of passages of greatest interest and value to me, also listed to suggest the scope of Capodagli and Jackson's coverage:

- o Innovation (Page 6-7, 36-40, and 137-139)
- o Dream Retreats: Sparking Teamwork and Creativity (20-22)
- o Good versus poor service (54-58)
- o "Good show" mentality (57-58 and 109-110)
- o Engagement with customers (60-61 and 218-219)
- o Millennial generation (88-89)
- o Oswald the Rabbit and Mickey Mouse (102-103 and 106-107)
- o Tyra Banks (114-121)
- o Rethinking Human Responses (132-134)
- o Habits Required in a Customer-Centric Culture (150-153)
- o Capture the Magic with Storyboards (179-181)
- o Solving the Communications Dilemma (188-190)
- o The Six Types of Storyboards (193-199)
- o A Relentless Search for Perfection (204-206)
- o Measuring for Success (208-210)
- o Twenty-Seven Ways to Unleash Love in Your Organization (227-229)
- o Examples of Outstanding Customer Service Award Winners (248-252)
- o Customer Centric Culture: The Disney Way Experience (255-261)
- o The History of Leadership at the Walt Disney Company (265-267)

For those who have not read either of the previous editions of *The Disney Way*, Capodagli and Jackson provide an abundance of information and insights that trace the development of a truly unique organization as well as of its visionary founder and his business philosophy whose "magic" continues because of values-driven, customer-centric, high-impact management. By now there are few (if any) "secrets" to be discovered. The challenge is to complete a reality check on your organization. For better or worse, what differentiates it from its competition? Strengths? Vulnerabilities? And what is (really is) worker morale at all levels and in all areas of its operations? Most important of all, does it have a culture within which personal growth and professional development are most likely to thrive? Are its

customers evangelists? To enrich your reality check, check out these micro-profiles of the organizations that Capodagli and Jackson feature:

- o Tailors: A Dreamer Who Never Gives Up (Pages 25-27)
- o ACTS Retirement Life Communities: A Culture of Loving-Kindness (46-50)
- o Flanagan Bulk Mail Service: An Experience That Transcends Service (71-73)
- o Grand Lake, Colorado: Elevate A Team Initiative (96-98)
- o TYRA Beauty: Inspired by a Legend (114-121)
- o University Hospitals, Rainbow Babies & Children Hospital: Breaking Through: An Innovative Work Force That Saves Lives (137-139)
- o California State university Channel Islands (CI): Training for Success: A Unique University Focus (158-161)
- o Joe C. Davis YMCA, Outdoor Center/Camp Widjiwagan: Planning a Kids and Guests First Customer-Centric Culture (173-176)
- o McLean County, Illinois, Unit (School) District No. 5: A Superintendent Brings the Disney Way to Public Schools (199-200)
- o Science Center of Iowa: Bringing the Visitor Experience to Life (211-214)
- o A Personal Story from Bill: What He Learned About Love from His Mother (224-227)

My guess (only a guess) is that each reader who checks out these micro profiles will gain at least 3-5 invaluable lessons (if not more) that can be applied to their organization immediately. And add to that number the valuable lessons to be found in other material throughout the lively narrative. Presumably Bill Capodagli and Lynn Jackson agree with me that, if it were possible to have Walt Disney speak directly to those who read this book, he would say something like this: "Make the Disney Way *[begin italics]* your *[end italics]* way. Don't copy what we do. Do it better! Dream BIG. If you can dream it, you can do it! Perfection really is a journey, not a destination. You bet, success depends on Dreaming, Believing, and Daring, but it also depends on Doing!"

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