

DISNEY LEADERSHIP STRATEGIES

Designed for Students
Grades 9th-12th
Ages 14-18

Program Length
3 - 3.5 hours

Park Location
Epcot®

SYNOPSIS

Epcot® is the result of the creative leadership of a man who was perhaps one of the greatest visionaries of the 20th century—Walt Disney. This theme park is an ideal site for an examination of leadership styles and strategies that promote success in an ever changing and growing world.

Students participating in this learning experience will explore Disney's Three Key Concepts strategy—Guest Satisfaction, Cast Excellence, and Business Results. Students will gain insights into the role of communication and effective leadership in balancing these key concepts to achieve business goals.

A select attraction sets the stage for an introduction to leadership styles. Students will explore entrepreneurial, visionary, and servant leadership styles and come to realize the path to successful leadership doesn't have a road map. Discussion and guided activities broaden students' perspective on leadership and provide for the discovery that great leaders transition between leadership styles in order to meet the needs of an organization.

Disney examples showcase Cast-centered leadership and introduce The Four Keys Basics. Essential to Disney business success, The Four Keys Basics provide students with an understanding of the relationship between organizational values, employee behavior, and a profitable bottom line.

Role-play experiences and a final activity illustrate the importance of employee recognition, training, and effective communication in creating a culture of teamwork, innovation and productivity.

A meet and greet with a *Walt Disney World*® Resort leader enables students to gain real-world insights in leading a diverse workforce.

Concluding the day's learning, students are called to action to consider how they could apply the knowledge they have gained to address a challenge they face at school. Students are inspired to take responsibility for their own success and when they see a need, make the choice to step up and leave an imprint for all who follow—just as Walt Disney did.

LEARNING OUTCOMES

After completing Disney Leadership Strategies, participants will be able to:

- ✓ Identify and define three distinct leadership styles and the primary strength of each
- ✓ Describe and analyze the relationship between Cast Excellence, Guest Satisfaction and Business Results
- ✓ Role-play and describe the benefits of effective employee training and development, and examine how it creates successful empowerment
- ✓ Demonstrate and differentiate effective and ineffective recognition and compare the value between the two
- ✓ Describe the importance of the role of communication in developing and implementing business objectives
- ✓ Demonstrate the responsibility of a leader to their team members by summarizing the role of a Walt Disney Parks and Resorts leader