



40 N. South Street  
Wilmington, OH 45177



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# THE Disney KEYS TO EXCELLENCE



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**SEPTEMBER, 16, 2008**

**ROBERTS CENTRE  
123 GANO ROAD  
I-71 & US 68  
WILMINGTON, OH 45177**

## AGENDA

**Registration Desk Open**

**7:30 a.m.- 8:00 a.m.**

- 8:00 a.m. - 9:30 a.m.....Leadership, Disney Style
- 10:00 a.m. - 11:30 a.m. ....Management, Disney Style
- 1:00 p.m. - 2:30 p.m.....Service, Disney Style
- 3:00 p.m. - 4:30 p.m. ....Loyalty, Disney Style



Join your local business community as we welcome the world-renowned Disney Institute for an incredible day of learning, insight and inspiration. This is a rare opportunity to take an inside look at the "business behind the magic" from Walt Disney World insiders, who will share the successful business practices and unique philosophies that have made the Disney name synonymous with creativity, quality and innovation the world over.

Presented in four 90 minute sessions that each focus on a different aspect of Walt Disney World® Resort's corporate culture, this program is ideal for leaders, executives and managers in any size organization. Disney Institute can help you and your managers determine the effectiveness of your organization's culture and provide a spark of energy, excitement and innovation you never thought possible.

**8:00 A.M. - LEADERSHIP, DISNEY STYLE**

Discover how effective leadership has been the catalyst at Disney to drive employee/customer satisfaction and bottom-line results, from the company's inception to today.

- **Communicate a compelling vision** - Understand the leader's pivotal role in championing the vision.
- **Build involvement and ownership** - Learn proven strategies for increasing employee ownership and pride.
- **Organize for maximum involvement** - Examine your current organizational structure to assess your capacity for delivering positive results.
- **Capitalize on change** - Learn proven strategies for driving proactive change through employee involvement.

**10:00 A.M. - MANAGEMENT, DISNEY STYLE**

Understand the importance of integrating your corporate culture into selection, training, and care.

- **Establish a culture through learning by design** - Learn steps to operationalize your culture.
- **Select and hire right-fit employees** - Explore the Disney hiring process.
- **Train and motivate employees** - Learn training strategies for orientation and ongoing training that encourage employee buy-in to your corporate culture.
- **Create a support environment** - Learn how to create and reward "heroes" in your workforce.

**1:00 P.M. - SERVICE, DISNEY STYLE**

Explore world-renowned Disney principles for service excellence.

- **Develop a service philosophy** - Understand the Disney definition of quality service. Explore qualitative and quantitative techniques for knowing and understanding customers.
- **Learn tools to support a service culture** - Develop a service theme that defines your organization's purpose. Discover service standards that provide a framework for making quality decisions.
- **Deliver on the service theme** - Examine delivery systems that ensure positive customer experiences.

**3:00 P.M. - LOYALTY, DISNEY STYLE**

Learn key practices and principles in building and sustaining loyalty that have made Disney a trusted and revered brand around the world for more than 75 years.

- **The business case for loyalty** - Explore the Disney definition of loyalty. Examine the link between loyalty and financial results.
- **Strategies for creating loyalty** - Identify your brand promise. Identify your core components.
- **Align for loyalty** - Identify gaps between your core components. Learn a conceptual model that impacts the customer experience. Learn Disney tactics for creating emotional connections with employees and customers.

This program is ideal for any size business - from leaders in Fortune 100 companies and mid-sized organizations to small businesses. Whether you're the newest member of an organization or a seasoned executive, you'll find enormous value in this program. Some of the industries that have previously participated in this program include:

Hospitals/Healthcare Providers • Financial Institutions • Retail Outlets  
Automotive Sales/Service Locations • Restaurants/Food-Service Companies  
Real Estate Developers/Management Companies • Government Organizations  
Military/National Guard Management Personnel • Utilities • Manufacturers • Insurance

**COMPLETE AND MAIL****THIS FORM TO:**

WCC Chamber of Commerce  
40 N. South Street  
Wilmington, OH 45177

For more information, please call  
(937) 382.2737

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Program	FEES	# OF PEOPLE	TOTAL COST
The Disney Keys to Excellence	<input type="checkbox"/> \$396 per person (lunch included)	X _____ =	\$ _____
Please make check payable to: <b>WCC Chamber of Commerce</b>			

**CANCELLATION POLICY:** Must submit full payment with registration. Due to substantial costs invested in this program 50% refund only given with written notice 30 days prior to program.

**CONTINUING EDUCATION CREDIT:** Disney Institute is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Each session is 1.5 content hours for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN 37219-2417. Website: [www.nasba.org](http://www.nasba.org)

Disney Institute is also registered with the American College for Healthcare Executives (ACHE). Guests wishing to apply to either of these organizations must contact the WCC Chamber of Commerce.

**FOR MORE INFORMATION:** If you are unable to attend this session or if you would like to learn more about customized programs, workshops, teambuilding and behind-the-scenes tours for groups and individuals offered by *Disney Institute* at the *Walt Disney World®* Resort, call (407) 566-6620 or visit [www.disneyinstitute.com](http://www.disneyinstitute.com).