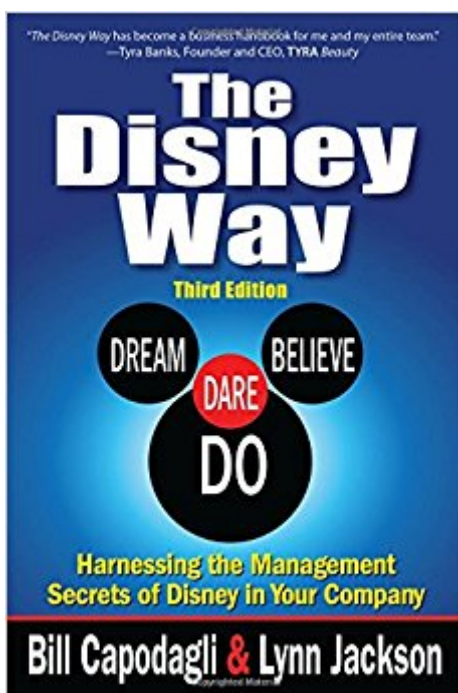


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# The Disney Way: Harnessing The Management Secrets Of Disney In Your Company, Third Edition



## 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

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 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.

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