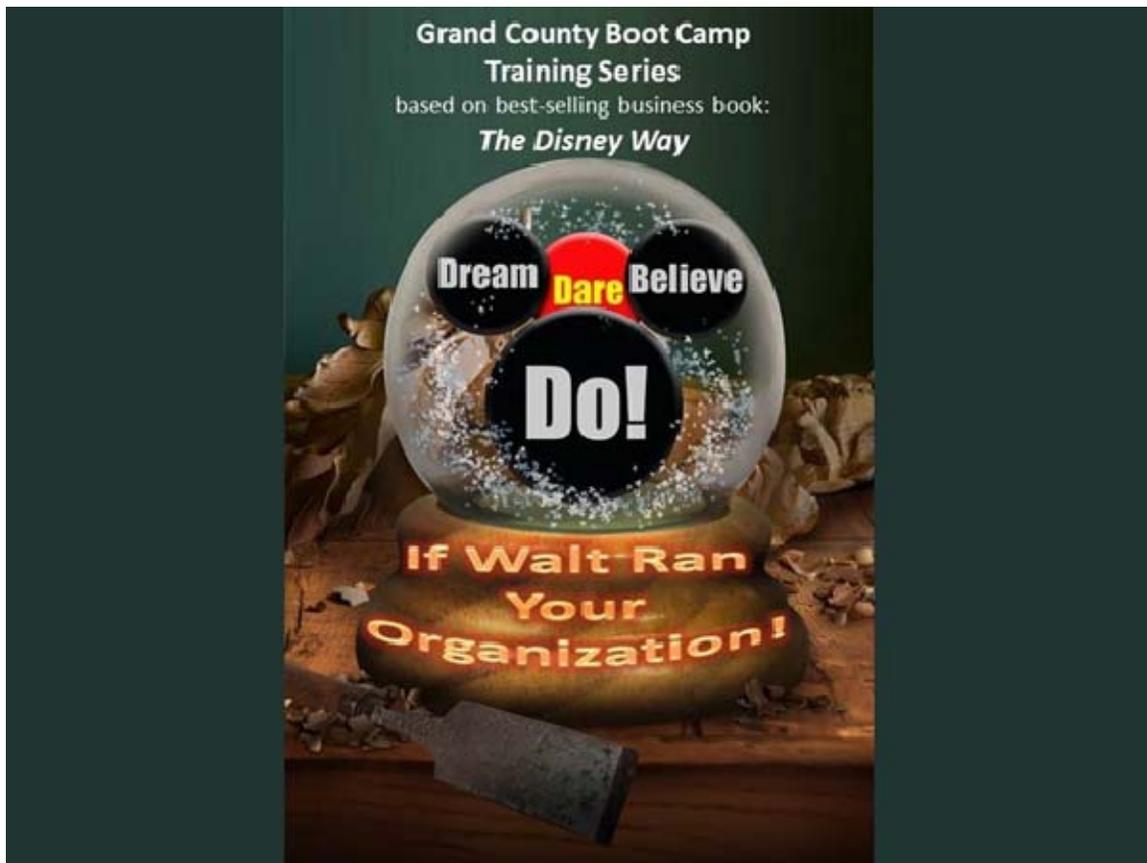


***If Walt Ran Your Organization!***  
**Training Series**  
Based on the Best-Selling Business Book:  
***The Disney Way***



***Offered Spring and Fall at the Grand Lake Center***  
***To view, price and register***  
***<http://grandforbusiness.com/the-disney-way/>***  
***questions: [dbutler@co.grand.co.us](mailto:dbutler@co.grand.co.us), 970-531-1343***

***If Walt Ran Your Organization!***  
**Training Series**  
**Based on the Best-Selling Business Book:**  
***The Disney Way***

*Dream The Disney Way: How to Create a Dream, Believe, Dare, Do Customer-Centric Culture (3 Days)\**

Bill Capodagli, coauthor of the best-selling book *The Disney Way*, shares decades of experience and research to help you create your own customer-centric culture. Discover how Walt Disney's success credo – Dream, Believe, Dare, Do – has fostered Disney's incredible accomplishments. If you are ready to create a *Disney Way Customer-Centric Culture*, build a collaborative team, and take your organization to new levels of excellence, this is one hands-on workshop you must not miss!

You will:

- Create the elements of your Story that define your organization in terms of magical dream-come-true moments for customers
- Develop your Values that should drive your decision-making
- Prepare Codes of Excellence that define specific behavioral expectations for all of your team members

You will also learn how to:

- Storyboard – a unique problem solving technique that helps unleash the creative energy of a team as they develop innovative ideas and solutions to complex problems
- Use the Myers Briggs Type Indicator for leadership development, team building, career selection and personal development
- Develop a “roadmap” for becoming a customer-centric organization
- Inspire employee loyalty and reduce turnover through the “Brain Trust” process

In addition to the 3 days of classroom experience, the Grand County Economic Development office will coordinate two 90-minute Q & A teleconferences during which you can learn additional insights from Bill pertaining to your implementation efforts.

**\* This workshop is recommended for teams of 2 or more.**

# ***If Walt Ran Your Organization!***

## **Training Series**

**Based on the Best-Selling Business Book:  
*The Disney Way***

*Believe The Disney Way: How to Lead a Customer-Centric Culture (1 Day)\**

Success in business comes from passionate leadership and a relentless pursuit of excellence, and there is no better role model than Walt Disney. During this workshop, Bill Capodagli, coauthor of the best-selling book *The Disney Way*, will reveal the behind-the-scenes secrets that have made Disney so successful. Bill shows you how you can lead a customer-centric cultural transformation and tackle even your most difficult business challenges. You will discover how you can create a fun team environment that refocuses employees' talents and encourages creativity. You'll come away with a renewed passion for leading and developing your team.

You will learn how to:

- Use Walt Disney's leadership definition to energize your entire organization
- Encourage creativity
- Create "magical" moments for both customers and employees
- Replace "fear" with "fun", and build loyalty and enthusiasm
- Make motivating long-term company goals for employees
- Learn from other companies that have used *The Disney Way* to achieve amazing results

**\* Prerequisite: Dream: *The Disney Way***

# ***If Walt Ran Your Organization!***

## **Training Series**

**Based on the Best-Selling Business Book:  
*The Disney Way***

*Dare The Disney Way: How to Unleash Your Company's Innovation and Creativity (1 Day)\**

In order to succeed in today's business environment, organizations must embrace change. Innovation comes from people who ask "what if?" and "why not?" Creative teams collaborate, and all of the sudden, a single idea can turn into something spectacular.

There is no better role model than Disney/Pixar Animation—the emperor of innovation and creativity. During this workshop, Bill Capodagli, coauthor of the best-selling books *The Disney Way* and *Innovate the Pixar Way*, will reveal the insider "secrets" of Pixar's amazing culture.

Disney/Pixar is the benchmark of innovative success. The company is a true master of the creative culture that Walt began in the 1930's. They combine simple ideas with the latest technology and turn them into masterpieces. With numerous Academy Awards under their belt, they keep breaking the mold on creativity and taking it to the next level. From *Toy Story* to *Frozen* to *Inside Out*, Disney/Pixar Animation never settles for mediocre. Let Pixar inspire you to begin a never-ending quest for excellence and the "new" and "different."

You will learn how to:

- Look at the world through a child's eyes (and why it's important)
- Believe in your playmates, and unleash the creativity of your team
- Nurture creativity by building an "idea landscape"
- Draw out the best contributions from everyone — even the timid
- Maximize the role of the meeting facilitator
- Jump in and try something different
- Create your own corporate playground!

**\* Prerequisite: Dream: *The Disney Way* and Believe: *The Disney Way***

# ***If Walt Ran Your Organization!***

## **Training Series**

**Based on the Best-Selling Business Book:  
*The Disney Way***

*Do The Disney Way: How to Transform Your Key Business Processes and Engage Frontline Leaders (1 Day)\**

In animation, feature films, and theme parks, Walt Disney is still regarded as a world-wide pioneer. Walt's creative genius extends well beyond these end products to the analysis of business operations. During this workshop, Bill Capodagli, coauthor of the best-selling book *The Disney Way*, will reveal how companies large and small can bring greater vision and innovation to their business processes and achieve success beyond their highest expectations. Send the message throughout your organization that there is no obstacle that can't be overcome! You will learn how to:

- Produce your own "show"...story, setting, roles, and backstage
- Identify and evaluate your key business processes
- Engage frontline leadership in your customer-centric transformation process
- Create a multi-day orientation process
- Measure progress of your new culture

**\*Prerequisite: Dream: *The Disney Way*; Believe: *The Disney Way*; and Dare: *The Disney Way***

***If Walt Ran Your Organization!***  
**Training Series**  
**Based on the Best-Selling Business Book:**  
***The Disney Way***

*Introduction to The Disney Way: Dream, Believe, Dare Do Seminar (3 hours)*

***“Dream beyond the boundaries of today, believe in sound values,  
dare to make a difference, and then just go out and do it.”***

Walt Disney

For over three decades, Bill Capodagli has inspired and led thousands of leaders, employees, and conference attendees to embrace these four principles, the success formula that worked for Walt. *The Disney Way* was named as a “best business book” and deemed “so useful, you may whistle while you work” by *Fortune* magazine. *The Disney Way* is still a popular choice among readers, evidenced by the Los Angeles Times in the quote, “There is still magic in Disney’s words.” In this invigorating seminar, Bill will reveal the “secrets” of producing a *Disney Way* culture!

You will experience the following:

- How passion for employees, customers, and products has translated into immeasurable success for Walt Disney and other great leaders, past and present; their stories come to life through examples of real drive, courage, humanity, and a compelling thirst to make a difference. You will learn the secrets of producing a *Disney Way* culture!
- Storyboarding – a unique problem solving technique that helps unleash the creative energy of a team as they develop innovative ideas and solutions to complex problems

***If Walt Ran Your Organization!***  
**Training Series**  
**Based on the Best-Selling Business Book:**  
***The Disney Way***

*The Disney Way Workshop for Frontline Service Providers  
(1 Day)\**

***“You can design and create, and build the most wonderful place in  
the world. But it takes people to make the dream a reality.”***  
Walt Disney

Frontline service is where the “rubber meets the road.” The Walt Disney Company success formula does not begin with a quality Guest experience, it begins with a quality Cast experience! Providing legendary customer service is only possible if the frontline service provider is passionate about serving the Guest. Bill Capodagli, coauthor of the best-selling book *The Disney Way*, will share insights for how you can become a valuable team member within a Dream, Believe, Dare, Do customer-centric culture.

You will learn:

- Why customer engagement is important and how to connect with the customer or Guest from their very first “Moment of Truth” with your organization
- How to get to “yes” during difficult customer situations
- The importance of appreciative and constructive feedback and how, when and where to give feedback
- Why fun is an important part of a customer-centric culture
- Why teamwork and collaboration are critical to creating a customer-centric culture

**\*Prerequisite: participants must bring their organization’s Story (or the elements of the Story), Values and Codes of Conduct to the workshop.**

# ***If Walt Ran Your Organization!***

## **Training Series**

**Based on the Best-Selling Business Book:**  
***The Disney Way***

*Condensed Believe, Dare, Do Training: The Disney Way  
(1 Day)\**

**Believe:** Success in business comes from passionate leadership and a relentless pursuit of excellence, and there is no better role model than Walt Disney. Bill Capodagli will provide insights to leading a customer-centric cultural transformation that will tackle even your most difficult business challenges.

**Dare:** There is no better role model than Disney/Pixar Animation—the emperor of innovation and creativity. Bill reveals “secrets” from the “world’s most creative corporate playground.”

**Do:** Bill explains how companies large and small can bring greater vision and innovation to their business processes and achieve success beyond their highest expectations. You will be ready to send the message throughout your organization that there is no obstacle that can’t be overcome!

You will learn how to:

- Use Walt Disney’s leadership definition to energize your entire organization
- Look at the world through a “child’s eyes” (and why it’s important)
- Nurture your team’s creativity by building an “idea landscape”
- Replace “fear” with “fun”, and build loyalty and enthusiasm
- Produce your own “show”: story, setting, roles, and backstage
- Identify and evaluate your key business processes
- Create a multi-day orientation process

**\*Prerequisite: participants must bring their organization’s Story (or the elements of the Story), Values and Codes of Conduct to the workshop.**

# ***If Walt Ran Your Organization!***

## **Training Series**

**Based on the Best-Selling Business Book:  
*The Disney Way***

*Dream The Disney Way: How the Public Sector can Create a Dream, Believe, Dare, Do Customer-Centric Culture (3 Days)\**

Bill Capodagli, coauthor of the best-selling book *The Disney Way*, shares decades of public sector experience and research to help you create your own customer-centric culture. Public sector organizations are under increasing pressure to improve the quality and delivery of their customer service as customer expectations grow in the midst of budgetary restrictions. If you are ready to create a *Disney Way Customer-Centric Culture*, build a collaborative team, and take your organization to new levels of excellence, this is one hands-on workshop you must not miss!

You will:

- Create the elements of your Story that define your organization in terms of magical dream-come-true moments for customers
- Develop your Values that should drive your decision-making
- Prepare Codes of Excellence that define specific behavioral expectations for all of your team members

You will also learn:

- How to Storyboard – a unique problem solving technique that helps unleash the creative energy of a team
- How to use the Myers Briggs Type Indicator for leadership development and team building
- Why customer service is important in a public sector
- How to overcome challenges in implementing a *Disney Way* culture within a paramilitary law enforcement environment
- How Ottawa County, Michigan achieved customer service improvements beyond their wildest dreams
- How to inspire employee loyalty and reduce turnover through the “Brain Trust” process

# ***If Walt Ran Your Organization!*** **Training Series**

**Based on the Best-Selling Business Book:**  
***The Disney Way***

In addition to the 3 days of classroom experience, the Grand County Economic Development office will coordinate two 90-minute Q & A teleconferences during which you can learn additional insights from Bill pertaining to your implementation efforts.

**\* This workshop is recommended for teams of 2 or more.**

***If Walt Ran Your Organization!***  
**Training Series**  
**Based on the Best-Selling Business Book:**  
***The Disney Way***

**2016 Dates and Times:**

**Introduction – Grand County: *New to The Disney Principles? This is for you!***

Where: Base Camp Grand Lake Center  
Date: May 23, 2016  
Time: 9 am to Noon or 1 pm to 4 pm  
Who: Anyone who is a 1<sup>st</sup> time attendee and wants to learn more and is short on time!

Fall Dates Tentatively October 20, 2016

**3 Day event**

***Dream: Bring your key decision making team and walk away with a “roadmap” for becoming a customer-centric organization!***

Where: Base Camp Grand Lake Center  
Date: May 16-18, 2016 AND Fall 2016  
Time: Monday, May 16, 2016 – 1 pm to 4:30 pm,  
Welcome Reception 5 pm to 7 pm  
Tuesday, May 17, 2016 – 9 am to 5 pm  
Wednesday, May 18, 2016 – 9 am to 1 pm  
Who: Ideal for leaders and their teams of two or more. 1<sup>st</sup> in a 2 part Series!

Fall Dates Tentatively October 17, 18 & 19, 2016

**3 Day event**

***Believe, Dare, Do: Believe: Part II, after the Dream, Implement the 4 Disney Principles Forward and Lead Your Team!***

Where: Base Camp Grand Lake Center  
Date: Fall Date Tentatively October 27, 2016  
Time: 9 am to 5 pm  
Who: One or two of your teams Leaders that completed the Dream. This is the 2<sup>nd</sup> of a two-part series.

# ***If Walt Ran Your Organization!***

## **Training Series**

**Based on the Best-Selling Business Book:**  
***The Disney Way***

### **Dare**

Where: Base Camp Grand Lake Center  
Date: Fall Date Tentatively October 28, 2016  
Time: 9 am to 5 pm  
Who: One or two of your team Leaders that completed the Dream. This is the 2<sup>nd</sup> of a two-part series.

### **Do**

Where: Base Camp Grand Lake Center  
Date: Fall Date Tentatively October 29, 2016  
Time: 9 am to 5 pm  
Who: One or two of your team Leaders that completed the Dream. This is the 2<sup>nd</sup> of a two-part series.

3 Day event

**Dream Public Sector: *Build a collaborative team and take your public sector organization forward to new levels of excellence!***

Where: Base Camp Grand Lake Center  
Date: Fall Dates Tentatively October 24, 25 & 26 2016  
Time: Monday, October – 1 pm to 4:30 pm,  
Welcome Reception 5 pm to 7 pm  
Tuesday, October 17, 2016 – 9 am to 5 pm  
Wednesday, October 18, 2016 – 9 am to 1 pm  
Who: Ideal for Government/Nonprofits, Board leaders and their teams of two or more. 1<sup>st</sup> in a 2 part Series!