



# Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees

*Doug Lipp*

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**With a Foreword by Jim Cora, former Chairman of Disneyland International**

"A leadership blueprint, applicable in any organization." -- Captain D. Michael Abrashoff, U.S. Navy (Ret.), and author of *It's Your Ship*

*"When I first arrived at The Walt Disney Company, I was surprised to find I had to go back to school--at Disney University! There, I learned the fundamentals of guest service that consistently gave Disney a tremendous advantage in the marketplace. Now, anyone can know these secrets of success thanks to Doug Lipp's informative book. No matter what your business, the lessons taught at Disney University will prove invaluable."* -- Michael Eisner, Former CEO and Chairman, The Walt Disney Company

When it comes to world-class employees, few organizations rival Disney. Famous for their friendliness, knowledge, passion, and superior customer service, Disney's employees have been fueling the iconic brand's wild success for more than 50 years.

How has Disney succeeded in maintaining such a powerful workforce for so many years? Why are so many corporations and executives drawn to study how Disney continues to exemplify service and leadership standards?

The Disney University, founded by Van France, trains the supporting cast that helps create the world-famous Disney Magic. Now, for the first time, the secrets of this exemplary institution are revealed. In *Disney U*, Doug Lipp examines how Van perpetuated Walt Disney's timeless company values and leadership lessons, creating a training and development dynasty. It contains never-before-told stories from numerous Disney legends. These pioneers share behind-the-scenes success stories of how they helped bring Walt Disney's dream to life.

*Disney U* reveals the heart of the Disney culture and describes the company's values and operational philosophies that support the iconic brand. Doug Lipp lays out 13 timeless lessons Disney has used to drive profits and growth worldwide for more than half a century.

To this day, the Disney University continues to turn out some of the most engaged, loyal, and customer-centered employees the business world has ever seen. Using the lessons outlined in *Disney U* will set your organization on a path of sustained success.

## **PRAISE FOR *Disney U*:**

*"I highly recommend **Disney U** to anyone interested in building an enduring market presence and brand."* -- Stephen Cannon, President and Chief Executive Officer, Mercedes-Benz USA

*"Lipp's narratives reveal how Van and other Disney visionaries set the stage for a world-class organization by skillfully balancing both 'people' and 'technology.'"* -- Debi Aubee, Vice President of Sales, Bose

Corporation

*"Every leader should have the equivalent of a Van France at his or her side. Thanks to Doug Lipp, we can now tap into the brilliance of a man who helped Walt create The Happiest Place on Earth."* -- David Overton, Founder and Chief Executive Officer, The Cheesecake Factory

*"How does Disney University create such enthusiastic, loyal, and customer-centered employees, year after year? Now, for the first time, Doug Lipp takes us on a journey backstage to answer this pivotal question."* -- John G. Veres III, Ph.D., Chancellor, Auburn University at Montgomery

*"Doug Lipp shares terrific stories about Disney that underscore the importance of creating an organizational culture with an unwavering dedication to superlative service and exceptional quality, both for employees and customers. He then takes it a step further by explaining how to bring these values to life for your organization."* -- Christine A. Morena, Executive Vice President of Human Resources, Saks Incorporated

*"Leaders, whether at the helm of a ship or an organization, set the tone for engaging the hearts and minds of employees. In **Disney U**, Doug Lipp shares how Disney has created a high-performance culture where everyone takes ownership and responsibility. The numerous examples detailing the secrets behind the decades of success of the Disney University serve as a leadership blueprint, applicable in any organization."* -- Captain D. Michael Abrashoff (Ret.), former Commander, USS Benfold, author, **It's Your Ship: Management Techniques from the Best Damn Ship in the Navy**

*"The lessons Doug Lipp shares in **Disney U** about how and why Disney excels are proof that an organization which knows more and cares more about its employees, will do so with its customers . . . and be the winner every time!"* -- Robert B. Engel, President and Chief Executive Officer, CoBank

*"How many of us have experienced the magic of a good show, performed by courteous cast members, at The Happiest Place on Earth? In **Disney U**, Doug Lipp articulates the method behind the magic and offers a clear view of how any organization can create a culture where its guests will always want to return. Simple, understandable and widely applicable, **Disney U** captures the essence of what perpetuates Disney's success and can certainly add to yours."* -- Ryan C. Beasley, Vice President, Agencies, Kansas City Life Insurance Company

*"Doug creates a masterpiece in Disney U through sharing the formation of the values and virtues of Disney University and the Disney culture. Doug Lipp's entertaining and informative analysis of the secrets of the Disney University create the perfect learning tool for any organization or leader."* -- Doug Stark, President and CEO, Farm Credit Services of America

*"I should never have started **Disney U** so close to bedtime--I stayed up half the night reading it! I couldn't put it down; . . . spellbinding insights articulately presented. One of the best business books I've ever read."* - Jeffrey L. Rupp, President, FlashPoint Productions

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#### **Mark Whitten:**

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