

THE Disney KEYS TO EXCELLENCE



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nurturing community through education

Tuesday, June 16, 2009

**Mohonk Mountain House
New Paltz**

AGENDA

8 a.m. - 4:30 p.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.

MARK YOUR
CALENDAR FOR



SESSIONS

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

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WHO
SHOULD
ATTEND

COMPLETE AND MAIL

THIS FORM TO:

New Paltz Regional Chamber of Commerce
124 Main Street, Suite 8
New Paltz, NY 12561
or fax to (845) 255-5189

For more information, please call
845-255-0243, ext 101

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

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**.

PROGRAM	FEES	# OF PEOPLE	TOTAL COST
The Disney Keys to Excellence	<input type="checkbox"/> \$359 – NPRCoC members	X _____ =	\$ _____
	<input type="checkbox"/> \$399 – NPRCoC non-members	X _____ =	\$ _____
Group rates available.			
Please make check payable to: Regional Chamber of Commerce Foundation at New Paltz (Reg. C of C at NP)			

PAYMENT OPTIONS: Check Credit Card

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CANCELLATION POLICY:

The following will be deducted from paid registration fees, if cancelled prior to program:

30 or more days prior	15%	7 - 24 hours	75%
29 - 15 days	35%	less than 24 hours	100%
14 - 7 days	50%		