

Discover
Secrets for
Winning Team
Raving



Disney's
Building a
& Creating
Customers

DREAM 2017 | How to Create a Believe, Dare, Do Customer- Centric Culture 3 Day Workshop, May 8 – 10, 2017

Since 1923, Walt Disney's vision has come to life with an obsessed focus on creating a culture that is pro-guest and pro-business. As a progressive organization that nurtures and develops its people, Disney consistently provides an enjoyable working environment for its employees to thrive both personally and professionally. In this exclusive 3-day event you will discover the secrets of The Disney Way, learn about the internal dynamics, proprietary process and unique communication that helps Disney maintain their position as the undisputed global leader in the customer experience. This is one hands on workshop you must not miss!

We are honored to have Disney expert and bestselling author Bill Capodagli lead this deep dive into the fundamentals of success so that you can:

- Learn the secrets to gaining trust and support with stakeholders
- Create a powerful story of your purpose that resonates with your team
- Design a culture that keeps your varied customer base 100% delighted
- Discover the four-pillar philosophy that Disney uses to create a consistently awesome experience for their guests, and how you can too
- Build a culture of creativity that honors your core values

www.TheDisneyWayWorkshop.com

Workshops offered annually (spring or fall) in beautiful Grand Lake, Colorado

*This workshop is recommended for teams of 2 or more

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BELIEVE, DARE, DO 2017 | Part II in The Disney Training Series

Join us in Grand Lake, Colorado on Thursday, May 11, 2017 for the 1-day follow up training to DREAM. This is the last segment of The Disney Way Training Series. For both the public and the private sector.

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

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!

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The Disney Way 2017 Details

How to Create a Dream, Believe, Dare, Do Customer- Centric Culture

Workshops: DREAM Retreat | 3 day workshop | May 8-10, 2017
BELIEVE, DARE, DO Retreat | 1 day workshop |
May 11, 2017

Facilitator: Bill Capodagli is the bestselling author of the business class, *The Disney Way*. In his workshop DREAM: The Disney Way, Bill Capodagli shows audiences why Disney's values of providing service to customers, training and enabling employees, and managing creativity and innovation are essential in organizations of any size, across diverse industries and markets.

Location: Grand Lake Center, 301 Marina Drive, Grand Lake, Colorado 80447

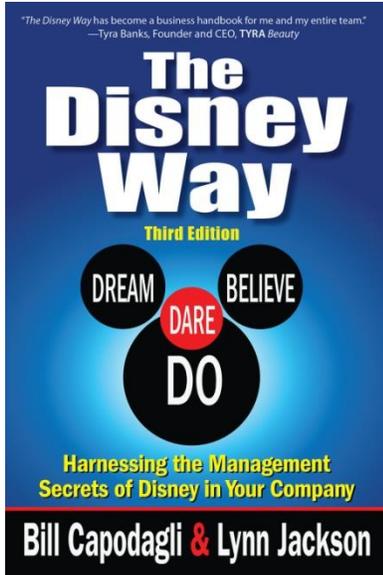
Schedule: Dream Retreat: May 8 – 10, 2017. Day 1, Monday 1pm-4:30pm. Welcome reception from 5-7pm. Day 2, Tuesday 9am-5pm. Day 3, Wednesday 9am-1pm.

Believe, Dare Do: May 11, 2017. Thursday 8:30 to 5 PM

Website/Register: www.TheDisneyWayWorkshop.com

Lodging: Enjoy your stay in Grand Lake at our lodges and resorts who have been trained The Disney Way. Lodging specials are available for workshop participants: [Check out](#) Western Riviera Lakeside Lodging, Grand Mountain Rentals, and Daven Haven Lodge

Questions: If you have questions, contact DiAnn Butler, Grand County Economic Development Coordinator at 970-725-3129 or dbutler@co.grand.co.us



“Best Business Book...So useful, you may whistle while you work”

- Fortune Magazine

One of the “5 books to read before starting your business”

- Entrepreneur magazine

