

Leadership Institute

June 13, 2017
Stonewall Resort

Lesson #1

Never Let Backstage Come Onstage

- Customers don't want to see Cinderella smoking a cigarette behind the Castle.
- The enchantment is gone if the customers see the nuts and bolts of the operation.
- Customers want Disney World to be *Show Ready* every day.
- Every Disney employee is a member of the cast.
- Customers don't want to overhear Mickey talking about how incompetent Snow White is.



Discussion Questions

- What makes up the physical backstage of your workplace?
- What makes up the "attitudinal" backstage of your school?
- What organization magic should not be compromised?
- If we look at ourselves as "The Cast", what do you think it means to be "Show Ready" in your classroom?
- What can we do to make sure our school is "Show Ready" on a daily basis?

Lesson #2

What Time is the Three O'clock Parade? Is Not a Stupid Question.

- Listen for the question behind the question.
- Put yourself in the customer's shoes.
- Be empathetic.
- Don't use educational jargon to answer.
- Answer each question with grace.
- Answer each question with compassion.
- Answer each question with interest.



Discussion Questions

- Describe some of the common yet bizarre customer questions or behaviors that sometimes occur at your school.
- What is the real question behind the question in some of those bizarre instances?
- What are some examples of internal jargon that should be avoided?
- How can you be sure that your customers who ask "bizarre" questions can be answered with dignity?
- What are some things we can do to help us look through the eyes of the customer?

Lesson #3

Little Wows Add Up

- Little Wows at Disney might include:
- Giving a child new ice cream cone after he/she dropped it on the ground.
- Handing out official citations for the biggest smile of the day.
- A cast member picks up the "lost" look on a guest's face and offers help.
- Seeing a child's name written on the back of his mouse ears, Snow White calls the child by name.



Discussion Questions

- What are some examples of an occurrence that has caused one of your customers to literally exclaim, "Wow!"?
- What are some examples of simple courtesies that put a smile on your customer's face?
- What behaviors demonstrate excellent responsiveness?
- What opportunities are there to teach customers something they may not have known before?
- What actions can you take to show your customers you really care?

Lesson 4

Have Fun With the Job – No Matter How Miserable You Feel

- Do you think it's fun working at Disney when the temperature is 100 degrees and you're trapped inside a wool costume?
- Is it fun to be the guy who has to stand at the entrance of Space Mountain and tell guests the ride is closed today?
- How many times can you listen to "It's A Small World" without going completely bonkers?
- Is it great fun working at Disney when you have to say "Watch Your Step" about 20,000 times per day?



Discussion Questions

- What are some stressful or unpleasant aspects about your job? (Your Space Mountain is closed situations)
- What are some ways of finding fun in those situations while being respectful to your customers?
- Within reason, what does having fun with the job look like and sound like in your role at your school?
- How does your workplace promote fun for employees?
- What can be done to raise the fun factor in your office?

Lesson #5

Don't Be a Customer Service Robot

- Disney's motto for employees:
"Put a Smile in your Voice."
- Be animated not automated.



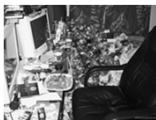
Discussion Questions

- As a customer, what are some examples of robotic service you have received?
- How did you feel about your experience when you received robotic service?
- In your job, what routine tasks could potentially appear robotic to customers?
- What can be done to personalize routine tasks?
- How can you be sure that automated tasks at your school become more animated?

Lesson #6

Pay Attention to the Details – Everything Speaks

- Disney names – Adventure Land, Fantasyland, etc., weren't designed to just be catchy names. They were meant to be authentic interpretations of a specific era or location.
- Appropriate costuming for the ride.
- Cast members picking up stray trash.
- Trash cans located within easy reach of the customer.
- Daily checklists.
- Emergency plans – "The Dead Horse Procedure."



Discussion Questions

- How does the *Everything Speaks* philosophy apply to your job?
- Take a mental walk through the physical environment of your school. What messages are being spoken there?
- What needs to happen in order to ensure the details support our image?
- What messages are being communicated to your students, staff, and parents through your physical environment?

Lesson #7

Never Ever Say “That’s Not My Job” – Don’t Even Think It

- Disney Philosophy: Just because it’s not in your area, doesn’t mean it’s not your job.
- Disney creates a strong sense of ownership among the employees.
- Customers first comment about Disney World is almost always related to how clean the place is.
- Everyone, regardless of position, is held accountable for providing an excellent experience to customers.



Discussion Questions

- What are some examples of the “It’s Not My Job” syndrome that you have experienced outside your school or office?
- What are some examples of the “It’s Not My Job” syndrome that you have experienced inside your school?
- How does the “It’s Not My Job” attitude impact our customers?
- What are some examples of behaviors that would communicate a sense of ownership to your customers?
- What can our school do to ensure that all employees demonstrate a sense of ownership?

Lesson #8

Everyone Has a Customer

- At Disney, cast members are treated the way they are expected to treat the guests.
- When Disney has to reprimand an employee, they make sure that they are able to leave the office with dignity.
- Internal customers are every bit as important as external customers.
- How you treat your colleagues will have a direct bearing on the effectiveness or the success of your organization – positively or negatively.



Discussion Questions

- How effective are your Staff Members at treating each other as customers?
- When an internal service breakdown occurs at your school, what is the impact on external customers?
- Who are your internal customers?
- What would excellent internal service look like in your school?
- What are some actions our school should take in order to reinforce the importance of internal customer service.

Lesson #9

Figure Out What Ticks Off Your Customers – and Do Something About It

- Sometimes the Disney Magic just doesn't work.
- A few Disney memories shouldn't last a lifetime.



Discussion Questions

- What are some frustrating processes you've endured as a customer?
- How do you react when you experience processes that are designed for a company's convenience and not yours?
- What do customers find frustrating about doing business with you or your school?
- Are you asking customers about their experience with your school? If so, what are you learning, and what are you doing about it? If not, when?

Lesson #10



Take Responsibility for Your Own Career



- Ask and you shall receive.
- Whining never helps.
- Don't fall into the trap of having the Victim's Mentality.
- Take charge of your career.
- Let the boss know your goals.
- Be a problem solver, not a problem creator.
- Be passionate about your work.
- Make your boss look good.
- Always learn.

Discussion Questions

- What opportunities have you asked for lately?
- What have you done recently to gain new knowledge or skills in order to increase your value to your organization?
- What can you do to take more responsibility for your career?
- What can you do to ensure that your boss clearly understands your goals?
- Who are your mentors?
- Are you someone who makes things happen, watches things happen, or wonders what happened?

Although your customers won't love you if you give bad service your competitors will.

-Kate Zabriskie

Choose to deliver amazing service to your customers. You'll stand out because they don't get it anywhere else.

-Kevin Stirtz

Customers don't expect you to be perfect. They do expect you to fix things when they go wrong.

-Donald Porter

Give the public everything you can give them, keep the place as clean as you can keep it, keep it friendly.

-Walt Disney

If I pick up the phone, I accept the responsibility to ensure the caller is satisfied, no matter what the issue is.

-Michael Ramundo

***It is when we forget ourselves that
we do things which will be
remembered.***

-Anonymous
