



Business Behind The Magic Tour

At the Walt Disney World® Resort

In addition to creating a magical environment for Guests from around the world, Walt and Roy Disney mastered the art of business. They determined that leadership, service and employee engagement were key concepts that, when considered holistically, would lead to maximum results. Not only have these time-tested core concepts helped establish Disney as one of the world's leading brands, they have also helped thousands of organizations around the world think differently about they can deliver the long-term results they are capable of delivering.

This is your opportunity to engage experienced Disney professionals and observe key examples from a "living laboratory," taking you on stage and behind the scenes to explore firsthand how Disney business insights and time-tested methodologies are operationalized to deliver a great customer experience.

This 3.5-hour tour features concepts and illustrations from the professional development courses offered by *Disney Institute* and shows how they come to life each day at the *Walt Disney World® Resort* for Cast Members and Guests. You will explore the following locations:

FLO (Fourth Laundry Operation): Visit a state-of-the-art laundry facility, one of the largest in the world, to see how committed, responsible, inspiring leaders are able to motivate a team to achieve amazing results. *(Featuring insight from the core competency of Leadership)*

Epcot® Cast Services: Experience the backstage area from a Cast Member perspective. See how the *Walt Disney World® Resort* creates a supportive environment for the Cast Members as they prepare to go on stage. Discover the important role backstage areas play in creating a caring environment. *(Featuring insight from the core competency of Employee Engagement)*

Main Street, U.S.A.®: Take a stroll through this turn-of-the-century walkway inside the *Magic Kingdom® Park* to better understand how we strive to exceed the expectations of our Guests with our people, place, and process. *(Featuring insight from the core competency of Service)*

The "Utilidor" System: Journey beneath the *Magic Kingdom® Park* to visit support systems designed to improve the experiences of Cast Members and Guests alike. Discover how we use simple tools to engage and empower Cast Members to create lasting customer relationships that drive repeat business and customer loyalty. *(Featuring insight from the core competencies of Employee Engagement and Service)*

Disney Institute core competencies are illustrated throughout the tour, along with how each area successfully implements those concepts.

Duration: 3.5 Hours (which includes transportation) Minimum: 25 Guests

Participants must be at least 16 years old. There is walking involved, so comfortable shoes are recommended and attire should be suitable for current weather conditions. Please notify Disney Institute Programs of any Guests with special needs. Actual locations, or the order in which they are presented, are subject to change.

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