



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 behind the scenes to explore firsthand how Disney business insights and time-tested methodologies are operationalized to deliver a great customer experience.

This 3-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:

Textile Services: 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 insights 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 onstage. Discover the important role backstage areas play in creating a caring environment (*Featuring insights 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® Theme Park to better understand how we strive to exceed the expectations of our Guests. Discover a tool that helps go beyond standard demographics to meet the needs, wants, stereotypes and emotions of Guests with innovative products & services (*Featuring insights from the core competency of Service*).

The "Utilidor" System: Journey beneath the Magic Kingdom® Theme 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 insights from the core competencies of Employee Engagement and Service*).

Disney Institute core competencies are illustrated throughout the tour, along with quantitative examples of how each area successfully implemented those concepts.

Duration: 3 Hours (*please allow additional 30 minutes for travel time*)

Minimum: 25 Guests

Pricing based on number of Guests; please contact your *Disney Institute* representative.

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. Closed toe and closed heel footwear is required to enter Central Shops. 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.

Learn how we can help transform the way you think about your customer experience, no matter your business.