



The Disney Way: Harnessing the Management Secrets of Disney in Your Company, Third Edition (Business Books)

By Bill Capodagli, Lynn Jackson

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“Dream, Believe, Dare, Do . . .”

Though four simple words, this carefully crafted credo lies at the heart of Walt Disney’s enviable empire and has led The Walt Disney Company to prosperity for decades.

As foremost experts on Disney, authors Bill Capodagli and Lynn Jackson return with an updated and expanded third edition of *The Disney Way* to show how organizations can incorporate this four-pillared credo to support any business, drive any team, and guide any leader to create immeasurable success.

Profiling a new set of diverse organizations?such as TYRA Beauty, Rainbow Babies & Children’s Hospital, Ottawa County, Michigan, and Science Center of Iowa?the authors show how companies of any size, whether an entrepreneurial startup or a Fortune 500, can reach their utmost potential by embracing Walt Disney’s techniques to create a consumer-centric culture. They provide step-by-step actions on how to:

- Give every member of your organization a chance to dream
- Stand firm on your beliefs and principles
- Treat your customers like guests
- Support, enable, and reward employees
- Build long-term relationships
- Dare to take calculated risks
- Train extensively and constantly
- Align long-term vision with short-term execution
- Utilize storyboarding techniques
- Pay close attention to details
- Demonstrate “love” for product, employees, customers, and self

Find out why Walt Disney’s Dream, Believe, Dare, Do principles continue to redefine the nature of business and revolutionize the art of management, while

learning how to implement them in your own organization.

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Editorial Review

From the Back Cover

“I’ve been obsessed with the enchantment of the Disney empire ever since I was a little girl. As an adult entrepreneur and CEO, studying Walt Disney’s magical culture is beyond inspiring and motivating. *The Disney Way* has become a business handbook for me and my entire team.” - Tyra Banks, Founder and CEO, **TYRA Beauty**

“So useful you may whistle while you work”
- *Fortune*

“This book is about the real magic: Stimulating and harmonizing the collective energy of your people.”
- Ken Blanchard, bestselling author of *The One Minute Manager*

“The Disney Way is not only a compelling read, it provides leaders at every level with the principles, actionable best practices, and inspiration to go out and create a winning culture in their team, division, or company. You will be glad you took the time to read it yourself, and will want to get a copy for your leaders at every level!”
- Bob Whitman, Chairman and CEO, FranklinCovey

“It was the Disney standard of imagination and engagement that inspired me so many years ago...Now, Bill and Lynn bring these ideals and practices into practical use, with something for any dreamer to use.”
- From the new foreword by John Christensen, coauthor of the bestselling book *FISH!*

About the Author

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In 1993, Bill Capodagli co-founded Capodagli Jackson Consulting and has since become one of the most requested keynote speakers on the corporate cultures of both Disney and Pixar. He is also a well-known expert on customer-centric culture transformations in which he guides leaders to adopt Walt's timeless success credo.

Lynn Jackson is a co-founder of Capodagli Jackson Consulting and has been helping leaders and teams to embrace the principles of Disney and Pixar for over 20 years. She holds an M.S. degree in organizational development and instructional systems technology, and develops workshops based upon Walt Disney's Dream, Believe, Dare, Do principles.

Capodagli and Jackson also co-authored *The Disney Way Fieldbook: How to Implement Walt Disney's Vision of "Dream, Believe, Dare, Do" in Your Company, Leading at the Speed of Change: Using New Economy Rules to Invigorate Old Economy Companies and Innovate the Pixar Way: Business Lessons from the World's Most Creative Corporate Playground.*

Learn more about Capodagli Jackson Consulting at capojac.com.

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