

DISNEY'S APPROACH TO LEADERSHIP EXCELLENCE

A leader is far more than a label. Leadership is about taking actions to create sustained, positive transformations within an organization. Great leaders align their own values and vision with those of their business and help operationalize them for the future. The most meaningful way to demonstrate these skills is to passionately communicate your shared vision and practice what your company stands for. Leaders also cultivate committed employees who strive to lead as well. It is this approach to leadership that is responsible for The Walt Disney Company legacy known around the world today.

Disney Institute offers leadership development through a time-tested approach that demonstrates the values and behaviors of exemplary leaders. Leaders who intentionally nurture an environment of mutual trust and respect find that they create stronger employee performance, exceptional customer service and ultimately greater business results. Connecting great leadership to improved performance is just one of the ways that Disney Institute helps organizations reimagine their results.

DISNEY INSTITUTE THESIS/THE CONCEPT OF OVERMANAGE

"Overmanage" is not the same as "micromanage." At Disney, we think about things differently, pay extraordinary attention to details, and strategically place emphasis that is both greater than and different from what is typical for corporate best practice.

VALUES & VISION

If leadership is defined by a person's traits and behavior, then vision and values become crucial elements in how a leader functions within an organization. Values-infused leadership cultivates success by making values foundational to their decision making.

ESTABLISH VALUES

Proactive leadership involves the establishment of values within your part of the organization and in line with the organization's overarching values. Passive leadership fails to establish, enforce, or demonstrate values, either on the individual leader's level or at the organization level.

PERSONAL/ORGANIZATIONAL VALUES

A leader's personal values and the values of the organization must be in alignment.

VISION

One of the crucial jobs of a leader is to establish a vision for the future, whether it is global, local, or personal. The vision of the organization must be worded in a way that is engaging and inspiring. A vision must describe who you want to become over the long term, which requires inspirational concepts and messaging.

LEGACY

Disney leaders recognize that the day-to-day values and behaviors they demonstrate will be remembered longer than their accomplishments. With the ability to influence those around them, leaders need to live the values of the organization on a daily basis. Not only does this reveal what they personally value, it provides insight into their character and ensures that their leadership will have a long-lasting, positive impact.