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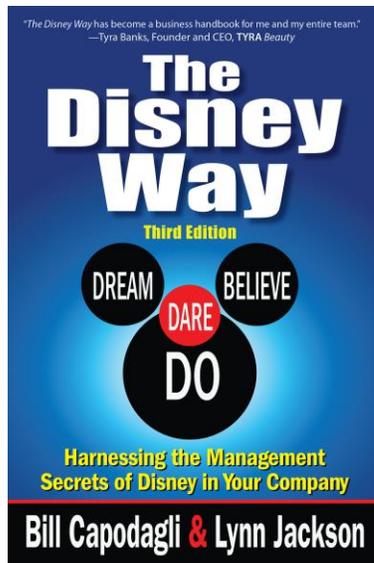
*THE DISNEY WAY*, Third Edition  
Bill Capodagli and Lynn Jackson  
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“So useful you may whistle while you work” - *Fortune*

“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*

## ***THE DISNEY WAY*, Third Edition** **By Bill Capodagli and Lynn Jackson**



For millions of people around the world, just summoning up the word “**Disney**” stirs up excitement.

Regardless of how old you are, the Disney experience holds a place in the imagination that promises and delivers *magic* – and what constitutes that magic is a success credo that began with Walt Disney himself. The sharing, teaching, and practical use of “Dream, Believe, Dare, Do” – is *The Disney Way*.

In this newly expanded third edition of ***THE DISNEY WAY***, the authors feature organizations including the town of **Grand Lake, Colorado**. **Grand Lake** is an example of Disney-like teamwork – a place where “unifiers work together and make conscious choices that evaluate their dreams and the dreams of others. The **Grand Lake Center** was born. The Center’s signature programs are based on

the principles of *The Disney Way*, and a wide-range of other educational opportunities will be offered in the spring and fall of each year, including lodging packages. The **Grand Lake Center** has become the symbol of a revitalization of an entire region, anchored in a historic community located at the western gateway to **Rocky Mountain National Park** and known as “**The Soul of the Rockies.**”

Walt Disney knew how to go above and beyond the norm – the expected – when it came to the Guest experience. His creative genius extends well beyond mere end products. The Guest is experiencing the result of a carefully managed process of creativity that pushes Cast Members to deliver an unparalleled experience at every touchpoint. Disney corporate culture experts Bill Capodagli and Lynn Jackson explore how companies large and small can bring greater vision and innovation to their business processes, create a customer-centric culture and achieve success beyond their highest expectations.

You will learn how to:

- Use Walt Disney's leadership definition to energize your entire organization
- Encourage creativity
- Create magical moments for both customers and employees
- Replace "fear" with "fun", and build loyalty and enthusiasm
- Make motivating long-term company goals for employees
- Learn from other companies that have used The Disney Way to achieve amazing results
- Understand the secrets of Walt Disney's real "pixie dust" – "love"
- Produce a customer-centric culture with a proven roadmap for implementing Dream, Believe, Dare, Do

If there is one thing that keeps people coming back to Disney, it is the consistency of the experience. The Walt Disney Company is the master at creating controlled environments that never disappoint. Because the Company goes to great lengths to communicate its beliefs and traditions to every Cast Member, the Disney product offers people a comforting familiarity that is hard to duplicate in today's fast-paced world. And yet, the authors explain how a focused and unwavering dedication to implementing the Dream, Believe, Dare, Do principles can help readers to produce their own unique customer-centric organizations.

#### **ABOUT THE AUTHORS:**

**Bill Capodagli** co-founded Capodagli Jackson Consulting in 1993, 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 programs 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*; and *Innovate the Pixar Way: Business Lessons from the World's Most Creative Corporate Playground*.

Read more at <http://www.capojac.com/> and follow @capojac on Twitter and Facebook (Capodagli Jackson Consulting; *The Disney Way*)

# **PRAISE FOR *THE DISNEY WAY*, Third Edition:**

“The employee is the company’ is the sentiment at the center of both Zappos’ and Disney’s experience. Moving your business toward that level of engagement is at the heart of *The Disney Way*.”

**Tony Hsieh, Zappos CEO and author of *Delivering Happiness***

"Walt Disney's 'Dream, Believe, Dare, Do' principles will help any organization build a long-standing culture defined by dedicated and passionate people who take pride in delivering excellent quality and like Disney, never forget why the guest is standing out there in line."

**David Overton, Founder, Chairman and CEO of The Cheesecake Factory**

“Getting large numbers of people who are working in disparate functions, to volunteer their passion and their finest individual and collective efforts toward delivering on the critical few objectives that will have the biggest impact on their organization’s success is the single most impactful thing a leader can do. To be able to do so, consistently, throughout an entire organization requires a winning culture – the most durable of competitive advantages. *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**

“Do buy this book. Dare to bring its principles to life. Believe there’s a better way. What you’ll discover in *The Disney Way* is that the world’s most successful leaders do not leave their fortunes to chance. The powerful message of *The Disney Way* is that you can and must push the boundaries, invent and reinvent, but that creativity is not the beginning and end of the story. You cannot build an enduring enterprising without impeccable attention to detail and devotion to executing your plan.”

**Suzanne Bates, Founder and CEO, Bates Communications and Author, *All the Leader You Can Be, The Science of Achieving Extraordinary Executive Presence***

“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!***

***Bill Capodagli will be in Colorado in May, 2016 on a Disney Way book tour that includes keynotes and book signings throughout the State.***

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