



## Business Behind The Magic Tour

### *At the Disneyland® 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 *Disneyland® Resort* for Cast Members and Guests. You will explore the following locations:

***Disney California Adventure® Park:*** Visit special touch-point locations in the park 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)*

***Disneyland® Resort Cast Services and Costuming:*** Experience the backstage area from a Cast Member perspective. See how *Disneyland® 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 and is designed to improve the experiences of Cast Members and therefore ultimately Guests. *(Featuring insight from the core competency of Employee Engagement)*

***Disneyland® Park:*** Take a stroll down the turn-of-the-century *Main Street, U.S.A.®* inside *Disneyland® 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)*

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

Duration: 3.5 Hours (this is a walking tour)

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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