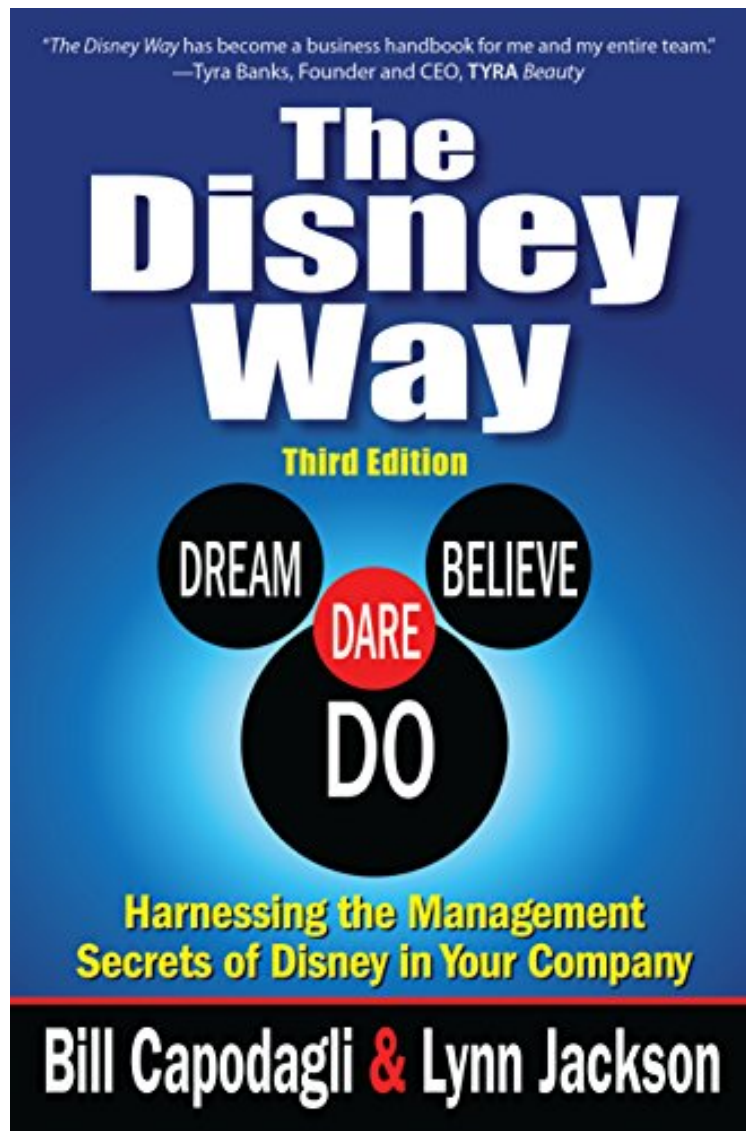


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## The Disney Way:Harnessing the Management Secrets of Disney in Your Company, Third Edition (Business Books)

*Bill Capodagli, Lynn Jackson*

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**Bill Capodagli, Lynn Jackson : The Disney Way:Harnessing the Management Secrets of Disney in Your Company, Third Edition (Business Books)** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Disney Way:Harnessing the Management Secrets of Disney in Your Company, Third Edition (Business Books):

4 of 4 people found the following review helpful. Project Success Begins with a StoryBy @theRobManDotNetLove it!

This book is full of valuable insights. At Disney, every project begins with a story. That was a key takeaway for me. Capodagli and Jackson did just that in their writing. I was captivated from the very beginning listening to the stories of Walt and other key Disney figures. The authors walk you through the challenges and triumphs at Disney, then bring it home to your organization in terms of Dream, Believe, Dare, Do. That was helpful for me in understanding how to apply the principles of Disney's creative geniuses to virtually any type of project. What do you want your customers' experience to be? Begin with the story or "dream". If you "believe" it is can and should be done, it becomes your motivation when you "dare" and your direction when you "do". 7 of 7 people found the following review helpful. This book has some great tidbits but I found overall that the book sounded more like a sales pitch. I had many moments where they touched on something interesting but left off with a "if you want to know more, you should participate in the retreat!" Type passage. 9 of 10 people found the following review helpful. Mediocre at best, Don't buy the hype! By Spellbound I just got done reading, this book. I felt that it wasn't really great at all. Good maybe, OK maybe, but not great. Its mostly a few sparse pages of some Disney history and and anecdotal stuff (which i wanted to read a lot more of) And the rest are these droning accounts from other "successful" companies in a wide array of industries. supposedly shaping their style after Disney Co. Lots and lots of case studies and the one discussed in the most detail of them all is the "whirlpool no frost" team. Don't get me wrong its a great account that they use to tie into the book. using the whole DREAM, BELIEVE, DARE, DO. principles that Walt Disney pioneered so long ago. This along with several other examples of companies adopting these really great principles. My problem with it was that it got very boring as it slugged on and on about whirlpool more than any other company. The other thing i found disappointing was how it seemed after the first chapter that the book wasn't even about Disney anymore, but more about these other handful of companies that the authors decided they wanted to stroke ever so vigorously. It went on to espouse the virtues of Disney Co. and what a fantastic place to work, and grow your career, etc. If only more companies would take a page from Disney's book then the world would be a better place so on and so on. Like I said this is an average book not totally terrible , and its a worth while read i think if you could get through it in one sitting. Since i couldn't though, it got to be very preachy and boring to me. I am a huge fan of all things Disney and in my opinion may even be a little biased because I do believe in the principles discussed in the book, and generally used to love WDW. But having recently made a trip to the Magic Kingdom Several months ago. I have to tell you that I did not see any of those principles being practiced anywhere. And other than a boring book, that is what stands out to me the most - the actual REAL live customer experience. and it was a BAD one! In one of the last chapter of the book, they begin to vilify (as with any Disney story it seemed appropriate to have a villain.) Michael Eisner and how he was both the savior of the company but ultimately led to its degradation as well. And while all that is probably true, i still didn't see much of a difference in quality or service the last time i visited the park. I was actually quite disappointed. What does this have to do with this book though? Well i think its all a bunch of hyped up baloney is what. Anybody can interview PR reps and read press releases, and copy and paste a companies corp. philosophy, bio and make a good story out of it. Anybody can interview CEO's and COO's and say "well we now we have a clear picture of this company and their culture their values." But it would be a lie. I was not impressed with the promotion job the authors performed while sounding the trumpet for all of these other companies and while it all sounds like they are leading the revolution to a shift in corporate culture, the truth is all this book did was paint a pretty picture of principles not practice. And anybody can sell that story, I on the other hand want to hear the REAL story. The REAL successes and The REAL failures, and the REAL state of things. This book did one thing very well. Like Disney is took us to a world of fantasy and wonder. As it showed us examples of a bunch of other people supposedly applying the Disney Way. No where in the book does it say however " we modeled this or that after Walt Disney, and Disney Co." It paints this nice picture of a world where companies put their employees and teams first, and a commitment, a real commitment to quality and ultimately the consumer first. The truth; however is less appealing, just as my recent unpleasant visit to Disney proved. In the REAL world, things aren't as nice as in the stories. So to wrap this up, as I stated earlier. Its not a Bad book at all. Its just not a Great book either. its O.K., Its mediocre at best. Its a cheap - thrown together fluff job with fancy trimmings and a shiny foil wrapping. like most things we buy now days. DON'T BELIEVE THE HYPE! (I know no companies perfect, OK i get it.) However we as consumers and as a nation need to start demanding "Don't just Tell me, Don't just Sell me, instead Show me what your really about, Prove it!" Put your money where your mouth is and we'll see who's telling the truth. everything else is just hot-aired waste of time! Like This Book Was For Me.

ldquo;Dream, Believe, Dare, Do . . .rdquo; 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.

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, Franklin Covey  
"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: 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](http://capojac.com).