

NOTES:

DISNEY'S APPROACH TO
Leadership
Excellence



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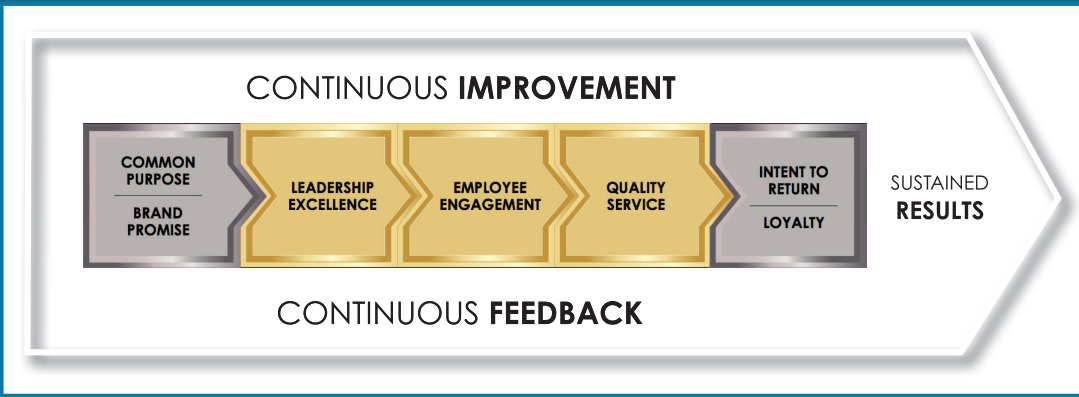
"Courage is the main quality of leadership, in my opinion, no matter where it is exercised. Usually it implies some risk—especially in new undertakings. Courage to initiate something and to keep it going—pioneering and adventurous spirit to blaze new ways, often, in our land of opportunity."

A handwritten signature in black ink that reads "Walt Disney".



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Disney's consistent business results are driven by strategically focusing on certain business functions and opportunities in which companies often fail to see the value and potential—and that is a key source of what differentiates us. We have learned to be intentional where others may be unintentional.



"Whatever we accomplish is due to the combined effort. The organization must be with you or you don't get it done; . . . In my organization there is respect for every individual, and we all have a keen respect for the public."

—Walt Disney

INSIGHT - INSIGHT - INSIGHT

Leaders establish, operationalize, and sustain the *values* and *vision* by which their organizations thrive.

THE LEADERSHIP LENS

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Great leaders proactively establish values.

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There is an inherent interdependency between the leader's personal values and the organization's values.

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The more a vision can be expressed in a vivid, imaginative way, the more it will motivate people to action in the present.

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The best legacy is not one that is fondly remembered, but one that is actively emulated.

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