

Disney Exploration Series Offerings

Highlights of the Disney Exploration Series (DES)

- There are six DES topics from which to choose.
- Each series meets for two hours, once a week, for eight weeks.
- The DES is experientially based, and many of these sessions will meet in the "field", fully utilizing the 47 square miles of the *Walt Disney World® Resort* as a learning laboratory.
- The DES is designed to showcase "how Disney does it", through a variety of guest speakers, backstage tours, and field trips.
- Although learning outcomes are established, there are no tests, quizzes or papers.
- Expected offerings listed below are subject to change.

Exploring Communication Processes at the *Walt Disney World® Resort*

Examine how we incorporate our Quality Standards of Safety, Courtesy, Show and Efficiency in providing a vast communication network that can respond rapidly to anything, from weather emergencies to disgruntled Guests.

- Specify ways we respond to one another, to Guests, and in media exposure.
- Classify the variety of communication vehicles across the *Walt Disney World® Resort*.
- Employ methods discussed in enhancing your interpersonal communication skills.

Exploring Diversity and Inclusion at the *Walt Disney World® Resort*

Immerse yourself in Disney's Culture of inclusion and explore how we manage a diverse Cast base and create a welcoming environment for all. In this DES, you will:

- Identify administration techniques for managing a widely diverse Cast base.
- Recognize methods we use to create a welcoming environment for all.
- Learn to apply the 10 Keys to inclusion.

Exploring Guest Service at the *Walt Disney World® Resort*

Hospitality is the hallmark of the *Walt Disney World® Resort*. Through our theme parks and resorts, we strive to satisfy and delight our Guests in the world's most hospitable vacation destination. In this DES, you will:

- Investigate our multi-faceted approach to providing world class hospitality.
- Discuss how we anticipate and respond to the changing tastes of our Guests.
- Cite ways we cultivate a competitive advantage.
- Understand the applicability of customer service, loyalty and profit.

Exploring Leadership at the *Walt Disney World*® Resort

Discover how our leaders balance the needs of Cast, Guest and business to create the most magical place on earth. In this DES, you will:

- Assess how our leaders balance the needs of Cast, Guest and business to create the most magical place on earth.
- Compare and contrast leadership philosophies of our top leaders.
- Define the crucial components of Disney leadership.
- Recognize the leadership skills you already possess.

Exploring Marketing at the *Walt Disney World*® Resort

Gain a deeper understanding of how we maintain customer loyalty by both staying true to our brand and marketing our new Guest experiences. In this DES, you will:

- Identify ways we maintain Guest loyalty by providing new experiences that strengthen our brand.
- Report on the decision making process by which we determine whether to change, maintain or enhance.
- Differentiate the application of the marketing strategies as applied to the Disney Vacation Club, the Disney Cruise Line and Corporate Alliances.

Exploring People Management at the *Walt Disney World*® Resort

Human Resources (HR) plays a huge role in developing the over 50,000 employees and Cast Members of the *Walt Disney World*® Resort. In this DES, you will:

- Differentiate the ways we create a fun and supportive environment for our Cast.
- Define methods of motivating Cast members who perform the same role day after day.
- Understand the concept of productivity as it relates to Guest, Cast and business.
- Examine coaching and feedback models used to help our Cast be successful.