

- Bringing Disney's Philosophy to Your School
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- Terms
  - Customer=Guest
  - School=Show
  - Employee=Cast Member
  - Job=Performance
  - Job Interview=Audition
  - Uniform=Costume
  - Facility=Setting
  - Anything the Guest Sees=On-Stage
- What Makes Disney's Guest Service Exceptional?
  - Attention to Detail
  - Consistency
  - The Guest is the Core to Every Planning Phase
- How are Impressions of Service Quality Formed?
  - Service Providers (Cast)
  - Physical Environment (Setting)
  - Service Given (Process)
- Cast
  - Disney Cast Member Behavioral Guidelines
    - Greet and welcome every guest with eye contact and a smile
    - Seek out guest contact
    - Provide immediate service recovery
    - Display appropriate body language at all times
    - Preserve the magical guest experience
    - Thank each and every guest
- Setting
  - Shared Responsibility
  - Eliminate Delays and Inconveniences
- Process
  - Service Theme
  - Service Standards

- Building the Loyalty Triangle
  - Accuracy/Availability is the Base
    - Reliability
    - Assurance
    - Tangibles
    - Empathy
  - Partnership is the Middle Level
    - Service Promises
    - Listen
    - Do the Right Thing, Regardless
  - Trust is the Apex
    - Loyalty
    - Advocates in the Community
- Disney's Leadership Philosophy
  - Everyone is a Leader
- Disney's Leadership Strategies
  - Everyone is Important
    - Everyone matters and they know it
    - Great leaders know they don't know everything
  - Break the Mold
    - Be innovative
      - Expect resistance
    - Do your homework
  - Eliminate Hassles
    - Think ahead
    - Re-evaluate
  - Be Careful of What You Say and Do
    - You are always "On-Stage"
    - Ears are everywhere
  - Stay Ahead of the Pack
    - Be a lifelong learner
    - Keep your team ahead of the pack
  - Develop Character
    - Live your values
      - Honesty
      - Integrity
      - Respect
      - Courage

- Openness
  - Diversity
  - Balance
  - Strengthen your resilience
- Dispositions Have Outcomes
  - We Choose Our Disposition
- Dealing with Negative People
  - Avoid participating by letting others hear your optimism
  - Avoid arguing
  - Listen objectively to their message
  - Pose Alternative Solutions
- Our Perceptions Form Our Reality
  - What we focus on and put our mental energies into, affect our attitude
  - When you improve your outlook on life, your life improves in general
  - Look for the positive angle by changing your focus
- Your Explanatory Style
  - Predicts how you will react to future adversity
  - Your beliefs directly affect your actions
    - Cognitive behavior
- Neuroscience Validation of Positive Psychology
  - The brain has plasticity
  - Happiness gives us a chemical edge
  - Happiness = Pleasure + Engagement+ Purpose
- Make Lasting Positive Changes
  - Gratitude—3 per day
  - Write a positive note—1 per day
  - Exercise—15 minutes per day, preferable outside
  - Meditation—5 minutes per day
  - Random Acts of Kindness
- Key Attitude Lesson
  - You alone are in charge of, and responsible for, your responses to life