



## **Disney-Based Executive Experience**

**How to generate magic behind the scenes**

**Languages: English or Spanish**

**May 2020 Edition**





**Entrepreneurs'  
Organization**

## Non-Conventional Knowledge

The Disney Experience consists of an intensive week of study in Orlando. You will live in first person the secrets that make Disney the number-one service company in the world.

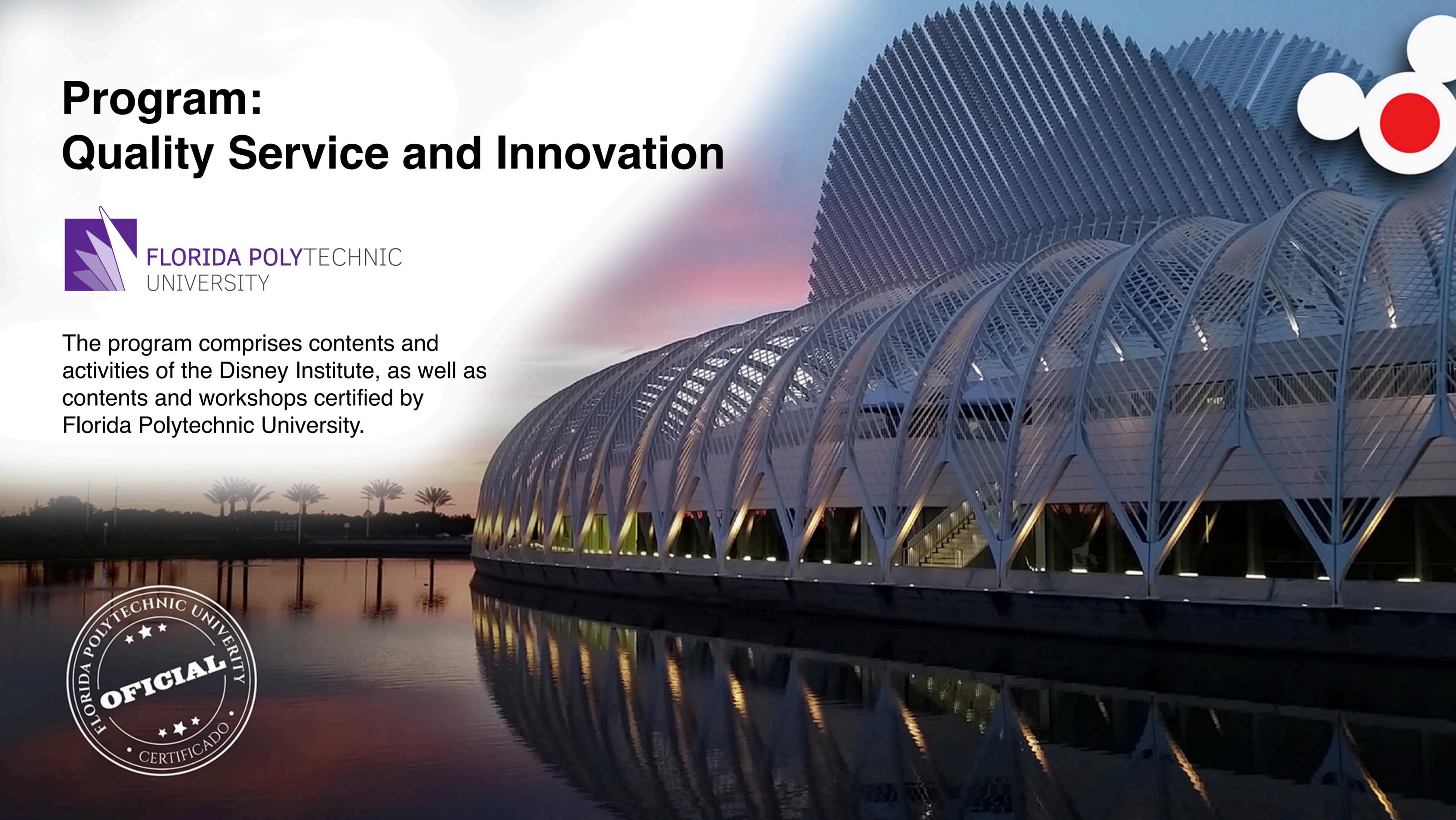
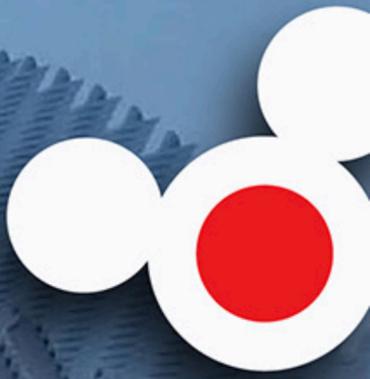
Along the week you will study with professors certified by both Disney Institute and Florida Polytechnic University and will develop practical activities within the theme parks.



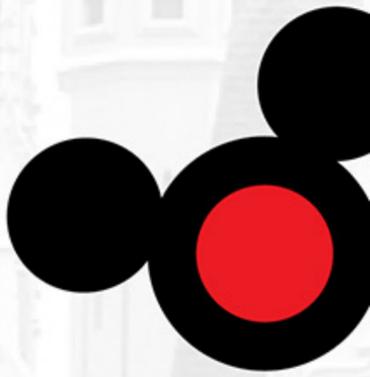
# Program: Quality Service and Innovation



The program comprises contents and activities of the Disney Institute, as well as contents and workshops certified by Florida Polytechnic University.



# ► Agenda



*(May, Sunday 17 to Friday 22)*

## DAY 1 Welcome dinner – Kick off

# 1

Arrival to the hotel, certification and welcome dinner with other entrepreneurs.  
Introduction to the week's agenda.

## DAY 2 Disney Culture

# 2

At the hotel, training on different topics of the Disney model. Entrepreneur's first dive into the secrets of this fantastic world. Led by Frank D'Costa (Disney Staff) & Jonathan Loidi (Disney Institute certified).

## DAY 3 Team Building & Workshop

# 3

Observation exercise in a Disney Park during the morning. In the afternoon at the hotel, the 'Rounds of Experience' workshop based on the analysis of the work stage. Led by Julián 'Gaita' González (Disney Institute certified).

## DAY 4 Behind the Magic & Storytelling

# 4

A day's journey at the Magic Kingdom, an entrepreneur's exploration of the 'front & back' of the stage. What the secret of magic is. Fireworks to close, of course.

## DAY 5 Observations, Expectations & Workshop

# 5

First-person analysis of observations on how standards of quality and service are applied in the Parks. In the afternoon, the 'Exceptional Service' workshop.

## DAY 6 Workshop at Florida Polytechnic & Close

# 6

In the morning, workshop on the SOAR Model and close of academic activities. At night, farewell dinner at a theme restaurant.

# *The Culture of Disney Service*

Excellent service does not simply result from a friendly transaction or an appropriate technological tool: It is the product of really understanding the expectations of your customer and of surpassing them by implementing the required directives and service standards.

When an organizational frame of reference adequately gathers people, place, and process, while keeping the customer and employee together in a central position, exceptional service becomes possible in every point of contact with the customer. This generates a greater intention to return and to recommend the organization and reinforces its competitive edge.

With more than 90 years providing world-class service to customers, no one understands it better than Disney.

## *In the program you can:*

- Examine how to differentiate your service from competitors and turn it into a model supplier.
- Explore quality service standards that can help you create a consistent service experience.
- Get to know tools to determine the needs, expectations, opinions, and feelings of your customers as individuals.
- Understand the necessary processes to develop a culture that delivers consistently an exceptional service.
- Discover how to recover efficiently from a failure of service and turn it into an opportunity to strengthen relations with the customer.

**Instructors: Disney cast of characters**



# Actividad Team Building & Observación

***A team-working experience***

WALT DISNEY World®

Creation activities in teams are more effective when they are intentionally designed to encourage people to explore creative solutions while having fun working together. This is your chance to learn how to improve team effectiveness from the renowned Disney Institute through an experiential activity in the areas of trust, communication, and collaboration.

Taking advantage of the unique 'living laboratory' that only Disney can provide, we bring you a new and intriguing activity that fosters positive and stimulating interactions. They improve the capacity of your team to work in the most collaborative and efficient way. With these adventures we invite you to turn your tourist mode OFF and turn ON your observant mode. Relying on what you have learned you will be prepared to have a totally different experience at the Disney Parks.

Those who best get to work as a team and fulfill the objectives will stand up at the podium. This is the point where you start realizing that you will not return back to your company the same person.

Also, guided by a member of Disney's, you will learn some of the best kept secrets of the Magic Kingdom through stories that only a few know. You will check its history, how it was built, Walt Disney's legacy, and many details more.



# Behind the Magic Activity

## How the magic is created behind the scenes

Besides having created a magic environment for guests from the whole world, Walt and Roy Disney mastered the art of business. They realized that leadership, service, and the commitment of employees were key concepts that, when considered in a holistic way, would lead to maximum outcomes. These time-proven basic concepts have not only helped to establish Disney as one of the principal brands in the world, they have also helped thousands of organizations in all the world to think differently about what they can do to offer the long-term results they can deliver.

This is your opportunity to get involved with Disney's experienced professionals and to observe key examples from a 'living laboratory'. From behind the scenes you will explore first hand how Disney business ideas and time-proven methodologies are implemented to deliver a great experience to the customer.

### You are going to explore the following places:

**Textile Services:** A laundry made with cutting-edge technology designed by its own team.

**Epcot Delivery Services:** 'Behind-the-scenes' from the point of view of a member of the cast. How they get ready to go stage.

**Main Street, USA:** A walk along the early century within the Magic Kingdom Theme Park for a better comprehension of how to work for a great purpose.

**Utilidor System:** A trip below the Magic Kingdom Theme Park to visit the support systems designed to improve the experience of the cast and of the spectators.



# Innovation and SOAR Methodology

## Florida Polytechnic University

We will visit the University where Imagineers, the creators of attractions, are formed. Florida Polytechnic stands out for its contributions to cutting-edge careers like Robotics, Big Data, Innovation, among others.

During the day professors of the University will provide a workshop on the SOAR Methodology. Currently, it is the methodology that the most important companies in the world are using. The workshop rests on an enriching dialog and on the SOAR tool, which analyzes the Strengths, Opportunities, Aspirations and Results of every project. Starting from a new paradigm, the businessman is introduced to a new way to face challenges.

*The Florida Polytechnic University evaluated and approved the contents in every academic activity in ExperienceSet. So, FPU issues a college-endorsed certificate of study.*



# Workshop Activities

The program includes workshop activities that aim at bringing every participating organization down to reality. Practical exercises will be carried out under the coordination of certified members of the Disney Institute. They will help everyone to move forward with what was experienced in the field. This space can be also used by EO to carry out different networking activities.



# Testimonials

*“This is my fourth time at Disney’s. I had already come as a daughter, a mother and with friends, but this experience showed me a totally different vision, and a more than recommendable one. I keep a lot of information and ideas to capitalize with my team. The most important piece I keep is 'It is possible!'. Magic can be made everywhere and it can generate magical experiences and moments in the customer, our main protagonist. I’m very grateful to the team for allowing me to be part of this experience.”*



**Paula Silva** 

Paula Silva- Customer Quality Service Chief  
Tienda Inglesa – Uruguay

*“In my first time with the observant mode at the world of Disney, I got to understand that magic does exist. Nevertheless, to attain it you have to work everyday: starting with processes, working with people, being proactive, being innovative. This and much more is what the Experience transmitted to me.*

*Everyone who shared the experience reached the conclusion that it was a week where we didn’t merely learn but also got to apprehend (may I emphasize the verb). We made our own the message of this so incredible organization. Excellent experience. Excellent inspiration of Walt Disney’s to transmit to my team.”*



**Gabriel Szlaifsztein** 

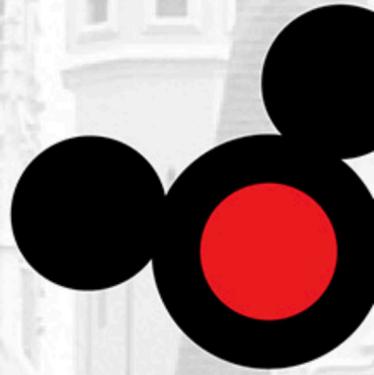
Gabriel Szlaifsztein - Information Technologies Manager  
Zonamerica – Uruguay

*“This is one of those weeks one wants to live more frequently in life. I’m taking many things both personally and professionally. I’ve met wonderful people, new friends, everyone very different and attractive in their styles and cultures. At Disney, I’ve understood the importance of having a conviction based on procedures and processes; how important it is to feel as a team a purpose to make memorable experiences for people.”*

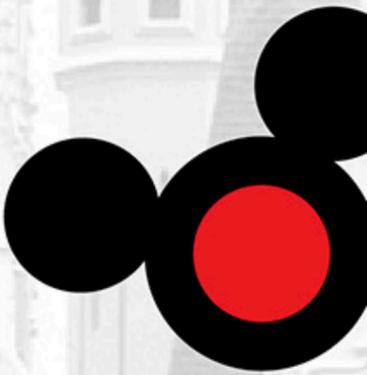


**Carlos Betancourt** 

Carlos Betancourt - Executive Director  
AceColombia – Colombia



# Testimonials



*“We felt very much at ease with the whole group and we could, besides generating relationships, learn about different cultures. Also, we want to emphasize the professionalism and human warmth of the Experience Team. With this experience we renew the challenge of starting to watch ourselves from a different perspective, this time with other tools. There are always processes and tools for coming back and evaluating again. Also the urge to start implementing 'The four keys to Disney Culture'.”*



**Federico Sciutto** 

Federico Sciutto - Executive Director  
TV Fuego & Ushuaia Vision – Argentina

*“Many times we motivate our teams without realizing that they may not know the true purpose or standards of a company. After coming to Disney we are sure that we can create wow! moments for our customers.”*



**Evangelina Machado** 

Evangelina Machado - Commercial Director  
TV Fuego & Ushuaia Vision – Argentina

*“I admire and continue to learn from the Disney culture. Having so consolidated a ‘purpose’ is what makes a difference. Just as well, I emphasize the passion and teaching method of the whole Experience Team. In my daily work I use the phrase ‘If it ain’t sexy, it ain’t pretty.’ What is sexy about this experience is the way they work behind the scenes at Disney. I could have never imagined it that way! I also learned the ‘how’ about working to generate magic. I take with me many tools and an example of a business model. Life in pure form!”*



**Juan Carlos Rodriguez**

Juan Carlos Rodriguez - CEO  
Capacitar CR – Costa Rica



# Accommodations

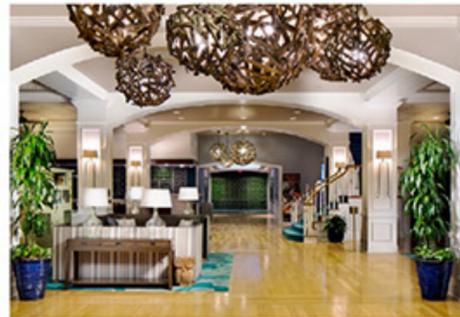
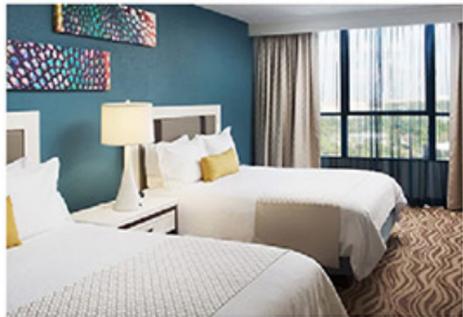
## *A strategic location to live the experience*

The program includes accommodations at a hotel. Because of logistic and organization matters, it is not optional.

The hotel is the Wyndham Lake Buena Vista Florida.  
Buffet breakfast is included.

It is located just 300 meters from Disney Springs, the open-air shopping mall at Disney, and 30 minutes from the most important shopping malls in Orlando.

Wyndham Lake Buena Vista Disney Springs Resort Area  
1850 Hotel Plaza Boulevard | PO Box 22202  
Lake Buena Vista, FL 32830–8406



**ALOJAMIENTO  
INCLUIDO**



# Cost Quotation

- Invoicing matters are all run by Loidi Consultores SRL.
- Payment must be made in a USA account in US dollars.
- Program must be confirmed six (6) months in advance.
- Total of the program must be paid three (3) months before the starting date; if not, all reservations are void and a new program and cost quote will be provided.
- Estimated date is May 2020.
- Minimum booking for a group is 25, with no limit or penalty for additional participants.
- Total cost of ExperienceSet is per person, quoted per double or simple accommodations:

**TOTAL COST** per person, double accommodations = **USD 4,950 + VAT**  
**TOTAL COST** per person, single accommodations = **USD 5,450 + VAT**



# Daniel Soldan

Argentina Learning Chair

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**Experience EO Disney**

