

Praise for *Disney U*

“When I first arrived at The Walt Disney Company, I was surprised to find I had to go back to school—at Disney University! There, I learned the fundamentals of guest service that consistently gave Disney a tremendous advantage in the marketplace. Now, anyone can know these secrets of success, thanks to Doug Lipp’s informative book. No matter what your business, the lessons taught at Disney University will prove invaluable.”

Michael Eisner, former CEO and Chairman of The Walt Disney Company

“Doug Lipp shares terrific stories about Disney that underscore the importance of creating an organizational culture with an unwavering dedication to superlative service and exceptional quality, both for employees and customers. He then takes it a step further by explaining how to bring these values to life for your organization.”

Christine A. Morena, Executive Vice President of
Human Resources, Saks Incorporated

“*Disney U* does a masterful job of detailing how Disney has built a brand that transcends generations and cultures. Doug Lipp has created much more than the standard “how to” business book. *Disney U* provides numerous compelling, behind-the-scenes stories that bring to life Walt Disney’s timeless values of employee development, attention to detail, and the relentless pursuit of quality. I highly recommend *Disney U* to anyone interested in building an enduring market presence and brand.”

Stephen Cannon, President and Chief Executive Officer,
Mercedes-Benz USA

“Van France and the Disney University team embody a famous Walt Disney quote, “The best is never the best.” Doug Lipp’s riveting narratives reveal how Van and other Disney visionaries set the stage for a world-class organization by skillfully balancing both ‘people’ and ‘technology.’”

Debi Aubee, Vice President of Sales, Bose Corporation

“Walt Disney and Van France were masters at creating employee education that was entertaining, memorable, and effective. Although I’ve read many books about Disney, I’d never heard about Van France and his role in founding the iconic Disney University. Every leader should have the equivalent of a Van France at his or her side. Thanks to Doug Lipp, we can now tap into the brilliance of a man who helped Walt create The Happiest Place on Earth.”

David Overton, Founder and Chief Executive Officer,
The Cheesecake Factory

“A culture of providing exceptional leadership, teamwork and customer service has long been attributed to Disney, yet very few know about the role the Disney University plays in creating extraordinary outcomes. How does the Disney University create such enthusiastic, loyal, and customer-centered employees, year after year? Now, for the first time, Doug Lipp takes us on a journey backstage to answer this pivotal question. Doug’s compelling prose provides illustrative examples of how Disney visionaries, including Walt Disney and Van France, overcame daunting challenges using creativity, tenacity, and a dogged insistence on staying true to a crystal-clear set of values. In so doing, he provides a roadmap for other organizations seeking to excel.”

John G. Veres III, PhD, Chancellor, Auburn University at Montgomery

“Leaders, whether at the helm of a ship or an organization, set the tone for engaging the hearts and minds of employees. In *Disney U*, Doug Lipp shares how Disney has created a high-performance culture where everyone takes ownership and responsibility. The numerous examples detailing the secrets behind the decades of success of the Disney University serve as a leadership blueprint, applicable in any organization.”

Captain D. Michael Abrashoff (Ret.), former Commander, *USS Benfold*, author, *It’s Your Ship: Management Techniques from the Best Damn Ship in the Navy*

“The lessons Doug Lipp shares in *Disney U* about how and why Disney excels are proof that an organization which knows more and cares more about its employees, will do so with its customers . . . and be the winner every time!”

Robert B. Engel, President and Chief Executive Officer, CoBank

“How many of us have experienced the magic of a good show, performed by courteous cast members, at The Happiest Place on Earth? In *Disney U*, Doug Lipp articulates the method behind the magic and offers a clear view of how any organization can create a culture where its guests will always want to return. Simple, understandable and widely applicable, *Disney U* captures the essence of what perpetuates Disney’s success and can certainly add to yours.”

Ryan C. Beasley, Vice President, Agencies, Kansas City Life Insurance Company

“Doug creates a masterpiece in *Disney U* through sharing the formation of the values and virtues of Disney University and the Disney culture. Doug Lipp’s entertaining and informative analysis of the secrets of the Disney University create the perfect learning tool for any organization or leader.”

Doug Stark, President and CEO, Farm Credit Services of America

“I should never have started *Disney U* so close to bedtime—I stayed up half the night reading it! I couldn’t put it down; . . . spellbinding insights articulately presented. One of the best business books I’ve ever read.”

Jeffrey L. Rupp, President, FlashPoint Productions