

**“It takes a happy crew  
to produce a happy show”**

– Van France, Disney University Founder

### CANDID. PASSIONATE. RELEVANT.

**DOUG LIPP** is on a crusade to help organizations strengthen their corporate culture, boost performance, amplify employee morale, and unapologetically, have fun while doing it. Doug is one of the most trusted and respected business speakers and coaches in the world and is sought after for his expertise in helping organizations build adaptive, world-class service cultures that fuel growth and long-term success. Doug has established a career and shaped an industry around the idea that culture is the preeminent factor driving business success.

### TRAILBLAZING NEW TERRITORY AT 29.

**DOUG LIPP** was fast-tracked into management at Disney and instrumental in propelling its iconic culture forward. Doug also helped Disney open its first international theme park as a member of the Tokyo Disneyland start-up team. Doug's celebrated talent catapulted him to lead the legendary Disney University training team at the Walt Disney corporate headquarters. He has been inspiring people from all over the globe with his deep understanding of how to build cultures of significance.

## THE MAGIC OF EXCEPTIONAL CUSTOMER SERVICE: KEEP *PLUSSING* THE SHOW

How has Disney managed to keep its employees and customers so fiercely devoted to the brand? How has it managed to continually top the charts as one of the world's most loved brands? How can you learn from its practices to catapult your organization's service strategies to even higher levels?

Through Doug's leadership experience at the helm of training at Disney University, he offers answers to these questions. He also reveals fascinating stories, unique insights, and invaluable lessons that can assist your organization in finding and mastering its own special brand of magic.

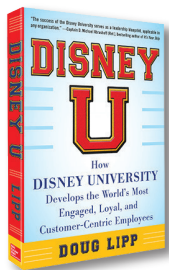
**“You can dream, create, design  
and build the most wonderful place  
in the world, but it requires people  
to make the dream a reality.”**

– Walt Disney

Learn the four components that are at the heart of Disney University: Innovate. Support. Educate. Entertain. Discover how legendary service is a delicate balance of *art* and *science*.

“Doing the ordinary in an extraordinary fashion” isn't rocket science; customer service excellence must be ingrained throughout your culture. In this constantly-changing economy, more companies than ever are realizing the strategic importance of transforming their service culture to differentiate themselves from competitors.

What's your magic? How can you create a culture of significance? Get ready to come to the edge of your seats as you discover this, and more, during this thought-provoking and powerful presentation.



100% author proceeds  
from events go to charity.

- **SNOW WHITE NEVER HAS A BAD DAY: HOW DISNEY CULTIVATES CHAMPIONS OF SERVICE**  
Strategies for building a world-class customer service team.
- **IT'S SHOWTIME! BEST PRACTICES ... AND FATAL FLAWS**  
The customer service differentiator that eludes too many; balancing *art* and *science*.
- **POPCORN EMPOWERMENT: TURNING EMPLOYEES INTO SUPERHEROES**  
Developing a massively engaged workforce via a good dose of trust and creative training.
- **CUSTOMER SERVICE MAGIC: LESSONS FROM DISNEY U**  
How Disney consistently develops the world's most engaged, loyal and customer-centric employees.
- **THE "SWEEPER OLYMPICS": CREATING ENGAGED EMPLOYEES IS EASY!**  
Changing the realities of job drudgery is impossible. Changing employees' attitudes isn't.
- **CALM DOWN! DEALING WITH UPSET CUSTOMERS**  
Moving beyond anger with the R.A.P.S. active listening strategy.



**CUSTOMIZATION** Happy clients ... is always the guiding principle! To exceed every clients' expectations, Doug provides the following for each presentation:

- Discovery Telephone Interviews – with your team, clients, vendors and all staff levels.
- Event Integration – Doug meets staff, attends presentations, and weaves updated announcements and examples into his session.
- Receptions, book signings, and private meetings? Just let us know and we will make it work!

**TO INVITE DOUG TO SPEAK AT YOUR EVENT, CONTACT:**

Pamela Lipp | Executive Vice President  
916.962.1231 | [pam@doughlipp.com](mailto:pam@doughlipp.com)

Doug Lipp, Author & Speaker

Disney Best Practices

@DougLipp | #DisneyU

**DOUG LIPP.COM**  
Creating Cultures of Significance