

“Cultural fluency is the global language of success.”

– Doug Lipp



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 has established a career and shaped an industry around the idea that culture is the preeminent factor driving business success. He has been inspiring people from all over the globe with his deep understanding of how to build cultures of significance.

DOUG LIPP is a distinguished, bestselling author and former head of the legendary Disney University training team at the Walt Disney Company corporate headquarters. Fluent in Japanese, Doug was handpicked to be a member of the start-up team for Tokyo Disneyland. Doug also led a private Silicon Valley based think-tank, providing consulting to multinational corporations to develop strategies for leading and managing global teams.

IT'S A SMALL SMALL WORLD: THE GLOBE IS SHRINKING. IS YOUR BUSINESS EXPANDING?

Walt Disney had it right all those years ago ... “it’s a small world after all.” And guess what? It’s getting even smaller! Mobility and greater access to multicultural markets is heralding exciting, new opportunities for organizations willing to raise their diversity IQ.

Doug speaks fluent Japanese and was a member of the start-up team for Tokyo Disneyland.

In this powerful and cutting-edge presentation, Doug shows that even for organizations not selling globally, the face of the customer is changing. Gone are the days of managing, or marketing, to a homogeneous group. Customer groups, employees, channel partners, and shareholders now represent different cultures, generations, and ways of thinking. Organizations must adjust, adapt ... or perish when battling for market share.

This presentation is a must for groups that serve a culturally diverse customer base, either domestically or internationally.



Doug has written eight books including three in Japanese and his most recent, Disney U.

- **BACKYARD GLOBALIZATION: THINK GLOBALLY, ACT LOCALLY**
Differentiate in your domestic market with these five international strategies. Style-switching is one!
- **SPANNING THE CULTURAL DIVIDE: MANAGING GLOBAL TALENT**
Backyard globalization is here to stay. Are you prepared?
- **THE CHANGING FACE OF TODAY'S CUSTOMER**
Don't be satisfied with expanding your demographic pie when you can bake a new one.
- **HARNESSING DIVERSITY: LEARNING FROM THE GLOBAL CONSUMER**
Transform cultural differences into the engine of innovation and prosperity.
- **"EXCUSE ME, WHAT DID YOU SAY?" How CLEAN Is CLEAN?**
English, the Not-So-Global Language. Strategies for communicating across cultures from the world's best leaders.
- **FROM COMMON SENSE TO CULTURAL SENSE**
Avoiding the six mistakes made by every global company.



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@douglipp.com

Doug Lipp, Author & Speaker

Disney Best Practices

@DougLipp | #DisneyU

DOUG LIPP.COM
Creating Cultures of Significance