

don't say ... **No, because**
say ... **Yes, IF!**

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.

ORGANIZATIONAL CULTURE: IT'S MORE THAN A COAT OF PAINT

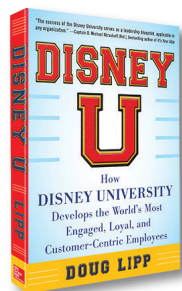
Leaders build the culture, live the culture, and reinforce the culture every single day. Leadership always sets the tone within an organization. Today there's growing consensus that a winning, sustainable culture is only achieved when it is actively infused throughout the entire organization.

In this program, Doug persuasively demonstrates that organizational culture is much more than a coat of

“Walt regularly walked through the park looking for things to improve. I copied his routine. Facts are easy to identify, I was looking for feelings.”

- Van France, Disney University Founder

paint daubed on the walls of a building. Culture is the cornerstone of success and supports your business performance and all operations. As such, it's uniquely yours and almost impossible for competitors to copy. It can be your organization's greatest competitive advantage yielding engaged employees, loyal customers, high earnings and sustainable market share. Or conversely, it can be a recipe for anemic growth, missed revenue projections and high employee turnover.



100% author proceeds
from events go to charity.

Through riveting examples and powerful, relevant stories about innovation, service, value and leadership, Doug pulls back the curtain and reveals the behaviors, tools and attitudes that are representative of cultural excellence at Disney and other great institutions. He also outlines common organizational traps that undermine companies and impede their ability to build a thriving and sustainable culture.

● HIRE RIGHT, TRAIN RIGHT, TREAT RIGHT: BUILD YOUR ORGANIZATIONAL CULTURE

Choose the right people. Prepare them. Add them to a culture of respect, trust and honesty.

● LEAD THE WAY: YOUR EMPLOYEES AND CUSTOMERS WILL FOLLOW

How Disney lost, then restored the luster to the Magic Kingdom.

● CHANGE OR PERISH: TAKE A RIDE ON THE S-CURVE

Contrarian thinkers. Brutal Honesty. "Pot stirrers." Constantly-evolving organizations embrace these innovation imperatives. Does yours?

● WALK THE PARK: CAPTURING HEARTS AND MINDS

Walt Disney created a culture of trust and innovation by gathering facts and feelings.

● LEADERSHIP THE DISNEY WAY: MANAGE WHAT MATTERS

The non-negotiable values of Innovate, Support, Educate & Entertain drive a culture of unparalleled passion.

● DREAMERS & DOERS: BALANCING CREATIVITY AND FLAWLESS EXECUTION

Creative tension and succession-planning ensure longevity.

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:

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Doug Lipp, Author & Speaker

Disney Best Practices

@DougLipp | #DisneyU

DOUG LIPP.COM
Creating Cultures of Significance