

“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

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.

BUILD THE CULTURE. LIVE THE CULTURE. DIFFERENTIATE!

Organizational culture is more than “a coat of paint daubed on the walls of a building.” Doug's celebrated talent lies in getting organizations to take a look in the mirror and question long-held assumptions and beliefs about their employees, customers and business practices ... their culture. Doug is renowned for challenging complacency and sparking creativity. Asking provocative questions that result in transformative conversations and actionable ideas, he has inspired companies around the world helping them build cultures of significance. Seminar-weary audiences take note that “this is not the usual presentation”

and revel in Doug's frank and fresh communication style, and the relevancy of his message.

“I was convinced that management and owners could come and go, but Walt's dream would last forever.”

- Van France, Disney University Founder

Doug works in-depth with clients to uncover the most pressing business challenges within their organizations. He then weaves the organization's history, challenges and goals into his presentation messages. Doug provides candid insight and advice, leveraging his three decades of experience helping companies around the world develop strategies to differentiate themselves from the competition.

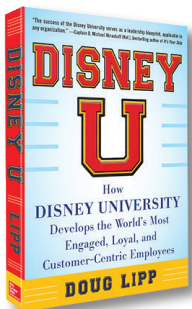
After his presentation, which includes participant-centered activities, you will have a blueprint for creating and perpetuating a culture of significance unique to your organization.

- **KEEP PLUSSING THE SHOW: BEYOND “PIXIE DUST”**
Focusing on these fundamentals has driven decades of Disney's success.
- **WALK THE PARK: CAPTURING HEARTS AND MINDS**
Walt Disney created a culture of trust and innovation by gathering facts and feelings.
- **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?
- **DREAMERS & DOERS: BALANCING CREATIVITY & FLAWLESS EXECUTION**
Creative tension and succession-planning ensure longevity.
- **POPCORN EMPOWERMENT: TURNING EMPLOYEES INTO SUPERHEROES**
Developing a massively engaged workforce via a good dose of trust and creative training.
- **IT'S SHOWTIME! BEST PRACTICES ... AND FATAL FLAWS**
The customer service differentiator that eludes too many; balancing *art* and *science*.



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!



100% author proceeds from events go to charity.

“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.”

- Stephen Cannon,
President and CEO Mercedes-Benz USA

TO INVITE DOUG TO SPEAK AT YOUR EVENT, CONTACT:

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916.962.1231 | pam@doughlipp.com

Doug Lipp, Author & Speaker

Disney Best Practices

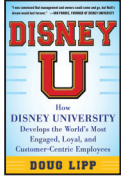
@DougLipp | #DisneyU

DOUG LIPP.COM
Creating Cultures of Significance

BRANDING / VALUE / DISNEY U / CULTURE

LESSONS FROM DISNEY U: The Wonderful World of an Enduring Brand

Disney stands the test of time as the ultimate icon of applied imagination. How did Walt Disney create “The Happiest Place on Earth?” What are the secrets behind its employee development dynasty? And how does it reinforce its organizational values,



culture and brand on a day-to-day basis. During this animated and high-energy program, you'll learn how Disney continues to capture and inspire the hearts and minds of thousands of employees around the globe through an unwavering devotion to the core values established by Walt himself. Learn how Disney University Founder Van France has brought to life — for generations of employees — Walt's timeless values of Innovate, Support, Educate and Entertain.

“BUDGETS MAY BE TIGHT, CREATIVITY IS FREE.”
- Van France, Disney University Founder

LEADERSHIP / TEAMWORK / CULTURE

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 has always set the tone within an organization. Today there's growing consensus that a winning, sustainable culture is only achieved when it is actively steeped throughout the entire organization. In this program, Doug persuasively demonstrates that organizational culture is much more than a coat of 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.

“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

CUSTOMER SERVICE / MOTIVATION / COMMUNICATION

THE MAGIC OF EXCEPTIONAL CUSTOMER SERVICE: Keep *Plussing* the Show

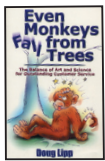
How has Disney managed to keep its employees and customers so fiercely devoted to the brand? How has it managed to continually top the charts as one of the world's most loved brands? How can you learn from its practices to catapult your organization's service strategies to even higher levels? Learn the four components that are at the heart of Disney University: Innovate. Support. Educate. Entertain. Discover how legendary service is a delicate balance between *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.

“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

CHANGE / INNOVATION / CREATIVITY

EVEN MONKEYS FALL FROM TREES: Learn From Mistakes & Embrace Change

The best and the brightest make mistakes. However, the ability to learn from setbacks, then bounce back even stronger is the hallmark of market leaders. Join Doug as he discusses Walt Disney's unrivaled focus on creating one of the strongest teams of Dreamers and Doers in the world. “Change or Perish” defines the innovative Disney culture. Doug takes you behind-the-scenes to discover how Disney pushed through obstacles by relentlessly challenging the status quo in literally every corner of the company.



“WALT HAD ONE FOOT IN THE PAST AND ONE FOOT IN THE FUTURE.”
- Marty Sklar, Retired Vice Chairman, Walt Disney Imagineering

BEYOND STUCK IN THE MIDDLE SEAT™: Welcome Change & Take Control

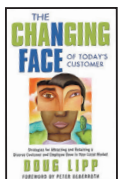
What's the worst place in an airplane? The middle seat! Why? You're literally stuck in a rotten place, possibly for a long time, and you can't do anything about it. Or can you? During this presentation, Doug uses the middle seat as a metaphor for what happens to all of us in life. How do you turn setbacks into opportunities for growth? When in a situation that you “can't control,” what possible options do you have? Join Doug for some fun as he addresses how to get unstuck, and unleash your personal power and deal with organizational change.



GLOBAL COMPETITIVENESS / DIVERSITY / MULTICULTURAL 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 in exciting, new opportunities for organizations willing to raise their diversity IQ. 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.



“CULTURAL FLUENCY IS THE GLOBAL LANGUAGE OF SUCCESS.”
- Doug Lipp

partial CLIENT LIST

McDonald's
Google
Hyatt Hotels
State of California
Kaiser Permanente
Bose
Mercedes Benz
Hershey Foods
MassMutual
Thermo Fisher Scientific
National Apartment Assoc.
PriceWaterhouseCoopers
Universal Studios
AAA
University of California
Cisco Systems
American Express
GlaxoSmithKline
Comcast
Microsoft
CB Richard Ellis
Best Buy
AT&T
Western Union
Abbott Diagnostics
Pepsi
Allstate
US Central Intelligence Agency
Boise Cascade
KaiserVirginia Tech University
Merrill Lynch
Kroger
US Chamber of Commerce
Cardinal Health
Scotia Bank
Conoco-Phillips
IBM
Wells Fargo Bank
Starwood Hotels
Deere & Company
Canon
Ernst & Young
Subway
Ford Motor Company
Caterpillar
Nissan Canada
CIBC
Toyota Rental
Coca Cola
AstraZeneca
Prudential Insurance
Frito Lay
Kentucky Fried Chicken
Acura/Honda
JP Morgan Chase
E*Trade
Stanford University
Blue Cross Blue Shield
Siemens
BMW
Marriot
Macy's
Sharp Electronics
Verizon Wireless
Ontario Healthcare Assoc.
Travelodge Canada
Nat'l Kitchen & Bath Assoc.
Deloitte Touche
Dress Barn
Georgia Pacific
Royal Bank of Canada
Lennox International
Motorola
Veterans Healthcare
Morgan Stanley
Rogers
Cheesecake Factory
Pebble Beach Company
Hartford Life