



Leadership Biz Cafe Podcast #13 – Doug Lipp On How Disney Creates A Thriving Workforce

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How does a storied organization like Disney create an engaged, empowered workforce despite the current economic challenges, and what can other organizations learn from their experience? That's the basis of my conversation with international keynote speaker and former Disney executive Doug Lipp in this latest episode of "Leadership Biz Cafe".

Doug began his career at Disney as one of the trainers at the Disney University at Disneyland. This led to Doug joining the Walt Disney Imagineering team where he not only helped with the creation of Tokyo Disneyland, but also with the creation of the first international version of the Disney University.

Doug then went on to lead the training team at the corporate headquarters of The Walt Disney Company, The Walt Disney Studios.

Following his time at Disney, Doug co-developed with Stanford University professor C. Clarke the Interculture Relations Institute, where he taught diverse teams of professionals how to better navigate the intercultural waters of the global market.

In addition to his work as a keynote speaker and consultant on leadership, culture, and change, Doug is the author of eight books, including his most recent, *"Disney U – How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees"*.

Over the course of our conversation, Doug shared many wonderful stories about Walt Disney and Van France, the founder of the Disney University, as well as some of his many insights from his time at Disney, including:

- What are the "Four Circumstances" or organizational values that have been behind Disney's continued success and growth, and what they reveal for other organizations as the keys to thriving in today's challenging environment.
- Why Disney was able to continue to provide training despite increasing costs and declining revenues and how any organization can accomplish the same.
- The one thing that Walt Disney did every day that today's leaders need to adopt to ensure their organization's success.
- How Disney overcame their past problems of high employee turnover and disengagement to become one of today's entertainment juggernauts that continues to evolve and grow.
- What Disney can teach us about creating an environment where employees feel a sense of shared ownership and accountability, ensuring our organization's continued growth and profitability.
- Why it's important that we exemplify and apply our cultural values not just within our organization, but also in the actions and efforts we commit to outside our organization's walls.

