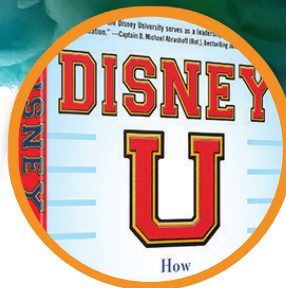


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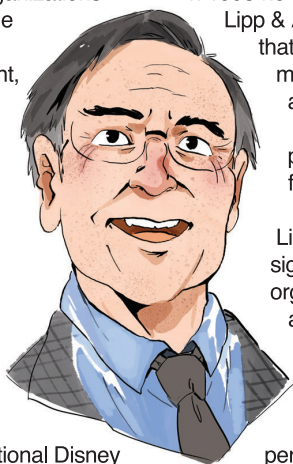


## Doug Lipp Shares How to Have the Happiest Organization on Earth

Thursday's Keynote Speaker discusses how training employees can instill a culture of significance in any organization.

Thursday afternoon all Dscoop attendees were enlightened on the magic of how to have employees that are loyal, engaged, and that always deliver. They also got a crash course in leadership and having a culture of significance in their organizations. Doug Lipp, the former head at the Disney University Corporate Headquarters training department, shared how strong leaders are the key to creating and sustaining an adaptive culture and timeless brand.

Doug Lipp is certainly well versed in leadership. Earning his MA in International Business Communications, Lipp began as a young intern at Disney's marketing department. Being fluent in Japanese, he was hired as an interpreter for Japanese officials planning the first international Disney



theme park in Tokyo. At the young age of 29, Lipp rose up in the ranks and was assigned to lead the Disney University training team at the Walt Disney Studios. Some say that's how Disney gets its "high-ho enthusiasm" from its workers. There he developed leadership courses for studio employees and executives.

In 1993 he went on to found the G. Douglas Lipp & Associates, a consulting firm that provides leadership, change management, customer service and global competitiveness services. The firm provides corporate training programs and leadership projects for companies.

Lipp says that "Having a culture of significance starts at the top of an organization...it starts with owners and leaders that care about their employees at a technical level so they provide training and opportunities for them, but also care about their staff on a personal level."

After traveling and speaking world-wide about leadership to thousands of people and companies, he published a book in 2013 entitled, *Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees*. This book shares stories of the corporation's early days and leadership lessons from Van France, the Dean of Disney University, and shares how Disney hires and trains cast members that create that famous Disney magic. Lipp says that "training an employee needs to instill a spirit, a feeling, an emotional connection. Training means creating an environment of thinking and feeling." As a motivational speaker and consultant worldwide Lipp gives animated presentations that will instruct companies on how to build bridges from their current state to a future state. He trains organizations at all levels instructing CEO's, management, and employees. His speeches inspire companies to have better cultures that will ultimately lead to a more successful business. He lives by the words, "Never go into an interaction with excuses of why you can't get something done." He teaches us how caring for employees and hard work can truly bring magic to any organization.