



# DISNEY INSTITUTE PROGRAM EVALUATION

G0656890 - ASTD Central Iowa (9/16/2014)

Program Type(s): *Bus Excel*

## OVERALL MEASURES

### Overall Experience with Disney Institute

Excellent	62%
Very Good	30%
Good	6%
Poor	2%
Number of Respondents	66

### Participation was a Good Use of My Time

Strongly Agree	50%
Agree	47%
Disagree	2%
Neither Agree nor Disagree	2%
Number of Respondents	66

### Experience Compared to Expectations

Much better than expected	32%
Better than expected	26%
About what was expected	39%
Worse than expected	2%
Much worse than expected	2%
Number of Respondents	66

### Overall Facilitator Rating

Excellent	61%
Very Good	31%
Good	7%
Poor	1%
Number of Respondents	66

### Will you Recommend DI to Others?

Definitely will	73%
Probably will	21%
May or may not	5%
Probably will not	2%
Number of Respondents	66

### Enjoyed Program

Yes	98%
No	2%
Number of Respondents	66

## PROGRAM CONTENT

### Usefulness of Program Content

Excellent	33%
Very Good	44%
Good	18%
Just Okay	5%
Number of Respondents	66

### Program Provided Valuable Information

Strongly Agree	44%
Agree	52%
Disagree	2%
Neither Agree nor Disagree	3%
Number of Respondents	66

### Program Objectives Were Clear

Strongly Agree	48%
Agree	44%
Strongly Disagree	2%
Neither Agree nor Disagree	6%
Number of Respondents	66

### Learning Will Enhance Job Performance

Strongly Agree	33%
Agree	56%
Disagree	3%
Neither Agree nor Disagree	8%
Number of Respondents	66

### Learning Will Improve Company's Business Results

Strongly Agree	26%
Agree	55%
Disagree	2%
Neither Agree nor Disagree	18%
Number of Respondents	62

### Material Changed Thinking

Strongly Agree	41%
Agree	45%
Disagree	2%
Neither Agree nor Disagree	12%
Number of Respondents	66

## DEMOGRAPHICS

### Prior Experience with DI

Yes	9%
No	91%
Number of Respondents	66

### Gender

Male	34%
Female	66%
Number of Respondents	65

### Education

Some college classes	11%
4-year college degree	48%
Post-graduate classes	5%
Post-graduate degree	36%
Number of Respondents	66

### Residence

Domestic	98%
International	2%
Number of Respondents	66

### Industries Represented

Education/Academic Institution	14%
Finance/Banking/Accounting	24%
Manufacturing	11%
Non-Profit/Association	9%
Insurance (Life/Health)	12%
Number of Respondents	66

### Work Areas within Organization

Accounting/Finance	9%
Administration	8%
Human Resources/Training	26%
Information Services	2%
Marketing/Sales	18%
Leadership (Executive)	8%
Customer Service	11%
Operations/Delivery	6%
Other (please specify)	14%
Number of Respondents	66

### Positions within Organization

Senior-Level Manager	14%
Mid-Level Manager	33%
Educator/Trainer	17%
Consultant	9%
Other salaried employee	9%
Number of Respondents	66

### Size of Organization

Self-employed	3%
2-10 employees	2%
11-20 employees	6%
21-50 employees	15%
51-100 employees	8%
101-500 employees	33%
"501-1,000 employees"	8%
"1,001-5,000 employees"	9%
"5,001-20,000 employees"	8%
"More than 20,000 employees"	9%
Number of Respondents	66



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## RECOMMEND TO OTHERS

Rating	Verbatim
Definitely will	Any opportunity to learn about business success should be sought after.
Definitely will	Because I found it valuable - worth the time and investment to attend.
Definitely will	Best practices that will benefit any organization.
Definitely will	Both presenters had great energy and had great stories they provided as examples.
Definitely will	Disney Institute provided motivation and new ways at looking at things. The presenters were very engaging. It was an awesome experience.
Definitely will	Disney is all about the details and it shows in their Disney Institute session that I participated.
Definitely will	Disney is the best at Customer Service and I would recommend following the Disney way to anyone who is looking for that training and experience.
Definitely will	High level of expectation one would expect. Not rock science concepts but ones that are usable and all of us can relate to. Holly and Rob were excellent.
Definitely will	"I am a big believer in Disney and the Disney Institute. Even before attending, I had recommended this to others. Thank you for all you do to make the world a more magical place."
Definitely will	I appreciated that the theories and practices were simple to understand and to explore. I think the challenge is what does magic look like at your office you work in banking or insurance.
Definitely will	I believe every person who says they are committed to customer service/care should attend at least one Disney Institute class.
Definitely will	"I enjoyed the speakers and more importantly the content of the program. It was refreshing to hear about Disney's approach to Leadership. Key points I took away were focusing on developing great leaders - at ALL levels of the company, front line employee empowerment, putting the Employee at the front of the profit chain, and the communication of common purpose throughout the organization. I also loved the concept of thinking ""inside"" the box, but expanding the box as needed. That made so much sense to me. I especially enjoyed listening to Rob and his stories - having come from Toyota and a lean manufacturing background, I really identified
Definitely will	"If co-workers are looking for additional ways to improve our company culture, I believe this seminar would be beneficial. The speakers were so passionate and funny, it really made the whole thing enjoyable. Not to mention, they had a lot of great ideas and tips to share."
Definitely will	I felt there was great information presented that would be of value to anyone for business or personal endeavors. The presenters were informative and upbeat and I took away many things which I can immediately put into practice as well as create long-term plans for success in the future.
Definitely will	I found it to be a great use of my time and gave me a lot of solid business strategy ideas/concepts to implement.
Definitely will	"I have already written an article about what I learned at the Disney Institute in a monthly e-newsletter I developed that goes out to area business and industry. I have told my friends and family about what I learned and how much I'd love to work in a creative, guest-friendly environment like Disney. You have your priorities straight and your model fits my style and values. It's so nice to know there are companies out there that practice what they preach and I'm not nuts after all!"
Definitely will	"I have found everything I've learned at the two Disney Institute programs I've attended to be extremely valuable in my work. I am able to provide better service to the people I interact with, internally and externally. It has also helped make me more of an asset to my company because I have a knowledge that few others possess."
Definitely will	"I learned so much from it, and am immediately able to apply what I learned to our business. The presenters did a wonderful job of balancing stories with bullet point presentation material."
Definitely will	Insightful and valuable tools
Definitely will	I really enjoyed the day! I especially liked how they tied everything from the day back together at the end and gave us MANY different tools to take with us. Others should know.
Definitely will	I really liked the session and found the information very useful for all businesses.
Definitely will	It exceeded all expectations. So much great information and so many Ah Ha moments
Definitely will	I think the Disney Institute is the leader in customer service and team leadership training needs.
Definitely will	I think the overall content was very good and I believe in Disney's customer service beliefs.
Definitely will	It was extremely helpful and I know that other members of the business community would benefit from attending this one day session.
Definitely will	It was good for all areas of work. Could benefit many.
Definitely will	It was motivating to hear success stories. I would recommend that teams from the same company split up and sit in different areas of the room so they get to interact with people from other companies.
Definitely will	"It was so informative, fun, and a great experience."
Definitely will	It was very informative and gave me a new perspective on how to train for customer service.
Definitely will	presenters were very good. material was spot on.
Definitely will	"Rob and Holly are FANTASTIC presenters. Their presentations brought several things to light that are wrong not only with my current industry, but others I have worked for. I have already recommended the course to our entire company, for anyone with one or more direct reports. Unfortunately, I hate to say that I learned more about how a business SHOULD be run from your 2 presenters in under 8 hours than I have in multiple other leadership, training, and business seminars over the last 15+ years, across several business categories. The presenters and material gave me a whole new respect for the House of Mouse."
Definitely will	Skilled presenters sharing valuable information. Encouraged audience participation. Presentation was thoughtful and well defined.
Definitely will	The content was very beneficial and the presenters were professional. It was a positive learning experience for me.
Definitely will	The day included many helpful insights to improve our organization. Everyone can use some steps toward improvement.
Definitely will	The Disney Institute does an excellent job of teaching how to apply their business model to other companies looking to have the success that Disney has within their industries.
Definitely will	"The Disney Institute provided tools and ideas that people at all levels can relate to, apply and make a difference within their organizations"
Definitely will	the entire culture of empowering staff to help build and make decisions is huge in the business models in companies today and the company I work for.
Definitely will	The information was excellent and the facilitators also did an excellent job of presenting the information. I was very impressed by the attention to detail.
Definitely will	The institute exceeded my expectations in terms of both content and applicability. The instructors were excellent and the material was very salutary.
Definitely will	The institute provided valuable insight as to how Disney operates and encourages others to emulate their system.
Definitely will	The Institute was informational. I liked the importance of guest and employees having a role to play.



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## RECOMMEND TO OTHERS

Rating	Verbatim
Definitely will	The seminar was very easy to relate to. We were given lots of ideas on how to implement changes that are needing addressed at our own companies. I liked how the seminar was interactive and the examples that were given.
Definitely will	The session gave actionable items that we can take back to the office and use. An example would be to tell individuals up front what you are looking for so they have an expectation when they are starting at our company.
Definitely will	The session was engaging and really got your mind going about how to incorporate Disney techniques into my organization.
Definitely will	The speakers were very engaging and it made me think about things in a different way.
Definitely will	The training provided immediate takeaways for us to implement in our organization.
Definitely will	"TIENEN UN BUEN SISTEMA DE MERCADEO, Y MUCHO APOYO AL EMPLEADO."
Definitely will	"Very positive and upbeat session.....kept you engaged. The material and topics covered were relevant and presented in an ""easy to relate to"" format that could immediately being taken back and implemented on the job or w/in an organization"
Probably will not	The content wasn't cutting edge. Felt stagnant.



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## USEFULNESS OF PROGRAM CONTENT

Rating	Most Valuable Content	Least Valuable Content
Excellent	chain of excellence	none
Excellent	"I found the content around designing, implementing, and supporting a company culture to be most useful. It is applicable in so many areas and facets of our organization that it changes the way I think about and do things."	"I am less involved in programming or developing of our product/service, so the content around ""expanding our box"" rather than thinking outside of it was not as applicable. However, it still applies in many other areas and I still found it helpful, it is just less helpful compared to the other subjects for me."
Excellent	Information about the importance of Attention to Detail	I thought it was all valuable
Excellent	"I thought the module on ""Cast Excellence"" was most beneficial."	I thought the mind mapping tool was least valuable.
Excellent	It's hard to say that one particular item was most useful. As an individual I related to the importance of connecting an employee to the organization at the beginning of their employment.	"In some aspect it was all valuable. I'm not in the top-levels of my organization, but I'm still able to take what I learned and apply it to my world, which hopefully will influence others."
Excellent	"Loyalty Profit Chain, Creativity and Innovation (Yes, but/Yes, if), Culture by default vs design (we should spend time/money here), Brand vs Branding, Quality Service"	"Thinking in/out of the box, mind mapping"
Excellent	Review of mapping. Looking at what questions they have that are behind the question.	Nothing...everything provided some value.
Excellent	Specific business examples and the section related to thinking Inside/ Outside the box.	Service Details Matrix
Excellent	Strengthening my team through the use of quality standards.	I found everything of value.
Excellent	"The Chain of Excellence starts with Leadership Excellence, and that starts with me as a leader. I know that for everything else to become excellent, I must lead with excellence every minute, through action, conversation, and attitude."	"The mind mapping exercise was great, but since it was after lunch and my brain wasn't functioning like it was in the morning, I had a hard time thinking creatively."
Excellent	"The corporation that I work for is a 90 year old private company that values it's people and culture. As a corporate trainer I was able to take ideas to aide our newest employees to understand and ""feel"" our rich heritage and culture."	"For the cost of the program, I felt I received good value."
Excellent	The Disney onboarding process	N/A - I thought it was all useful
Excellent	The exercises and exchanges with instructors	Na
Excellent	The impact that culture has on the business and the employees. I also enjoyed learning about branding and brand. Hearing it stated in this way was an eye opener.	I found it all to be helpful in some aspect.
Excellent	The information on hiring was highly valuable. The concept of giving all the information up front to help people self select out is already showing results as we hire new part-time team members. We will continue to fine tune this practice.	"This time, the mind mapping section. I'm not sure why as I have found this valuable at previous sessions..."
Excellent	The potential employee screening process. How to hire people that fit the culture of your organization and being able to weed them out prior to making any investment.	None. All of the information presented was useful.
Excellent	The specific examples that were provided on how to coach employees.	N/A
Excellent	"The ""what time is the 3 o'clock parade"" discussion. I was able to take that example and do a session with our staff that will be the first step in trying to provide better customer service for our visitors."	The last section on financial results/repeat business.
Excellent	"This is difficult - because it was all so good! The two things that stick out the most in my mind are the ""thinking inside the box"" and the absolute importance of training staff from the very beginning, especially in regards to preparing them for the 3 p.m. parade question!"	"It was all valuable, but probably what I enjoyed the least was the mind mapping tool since I was already using it/familiar with it."
Excellent	"Tips for engaging employees -- specifically, recommendations for New Hire employees and engaging front-line employee input for resolving issues"	n/a
Excellent	"What would be the most useful (if I could eliminate roadblocks to implementation here) would be the establishment of non-negotiables in our hiring practices, just as Disney has. Our turnover is wretched, and quality of candidates is even worse."	"I cannot say that any material had no value or was ""least valuable."" Some may have been less valuable than others at the immediate time, such as some of the written exercises, but this is not a reflection on the course, but rather, a reflection of the sad state of affairs at my present company. Some items here are just ""so far out of whack"" that a quick 3 minute exercise would leave me with a beginning headache, frustration, and a blank page. Yet- I generated pages of notes from the root causes that came to light."
Excellent	""Yes, if ...""	Mind mapping
Very Good	"Cast excellence.... Yes, if."	I think everything was useful.
Very Good	Chain of Excellence & Service Matrix	Thinking Inside/Outside the Box
Very Good	DETAILS Always think about the details and make a conscious effort to know why you are doing what it is you are doing	It all was relevant in one way or another
Very Good	Empowering my employees to be creative and bring ideas to the table without feeling pressured.	N/A
Very Good	"Examples of who Disney applies their philosophy in real-world situations... examples of employee recognition programs, how they clearly communicate their expectations to ensure company fit before hiring cast members... Theory in PRACTICE is the best part of these programs - it makes the concepts real and relatable."	"That's difficult to say... if anything, it would simply be that Disney's focus on entertainment is different than the focus of my company, so it's not that the content wasn't valuable, but more that examples need to be translated to fit my company / my company's product."



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## USEFULNESS OF PROGRAM CONTENT

Rating	Most Valuable Content	Least Valuable Content
Very Good	I enjoyed the specific examples provided by the presenters.	I think the lunch break and other breaks were too long. We could have cut those breaks in half and still had plenty of time for everyone to check their emails and response to office business
Very Good	I found the mind map to be most useful. I feel that this a tool that we will be able to use to do some training and to get suggestion from our staff on ways to improve our business.	For the position that I am in the least valuable content was Promoting the Culture through Training. I attended the seminar with our HR Manager and I feel that this could be very helpful for her position and for our company.
Very Good	I liked the approach of the cast and crew are all equal.	I liked it all.
Very Good	I liked the employee development ideas	I don't know
Very Good	"I liked the part about what to do on the first day of a new employee. This was very beneficial to prove the point of not using ""borientation"" to start them out."	There really was not anything that wasnt valuable.
Very Good	I really enjoyed everything about focusing on positives and reducing negatives... paying attention to the small details that not every company focuses on.	NA
Very Good	"I really liked hearing about how the employees are valued as creative. I enjoyed seeing videos of how they worked together. I LOVE the ""You made a difference card"""	"Probably the continuous improvement plan. It was explained as if we already knew what that was (and the people around me did), I didn't really get it..."
Very Good	"I train other companies that are hungry for this kind of information. The college I work for sadly is not interested in any of these changes and actually fears the loss of control it would bring. However, I will practice my story telling and use the tools with the businesses and industries where I conduct the training-my sphere of influence. My favorite was the out-of-box thinking before you know what your box is. Hire attitude, not aptitude is next. I like how they explained what genuine caring is instead of a working lunch. And finally, involving the people doing the actual work in the decision-making process."	none
Very Good	"It was great to have the examples to explain theories, whether verbal stories or video clips."	I'm struggling to come up with something.
Very Good	Setting employee expectations and empowerment.	N/A
Very Good	Storytelling about B2B - not necessarily disney customer service (B2C)	-
Very Good	The emphasis on culture	N/A
Very Good	"The example of how bringing different work groups together for a common purpose produced a much better outcome than silos. I knew that, but the tangible example reinforced that point."	All useful.
Very Good	"The fact that satisfaction starts with the employees (or cast). Most of the time, companies believe that it starts with the customer. It allowed me to think differently - if employees are happy first, that will translate into customers being happy also."	The brainstorming exercises when we got in small groups.
Very Good	"The focus on leadership first. This wasn't anything new to me as I have been pushing for this, but helps give me more fuel to reinforce within company. As well as the importance to create an emotional attachment with your new hires on day one."	The strategic/innovation information in the afternoon seemed to be more convoluted and not as easily accessible.
Very Good	"The information that was most useful was Culture, hiring based on attitude not aptitude, setting expectations and having clear non-negotiables and team work."	n/a
Very Good	the key success factors	don't have anything that specifically comes to mind
Very Good	The Loyalty Profit Chain	Thinking Outside the Box
Very Good	The power of the story within the Chain of Excellence.	"Mind Mapping, I have tried to use this in the post and my brain does not think this way."
Very Good	The training reemphasized the importance of employee training.	Nothing related to content. The lunch break could have been shorter.
Very Good	Thinking about how people actually are wanting information that they don't always express in their initial question or stated need.	"Mapping. I already use this tool frequently, but I think that others that haven't used it need exposed to it."
Very Good	Think outside the box but figure out what is inside the box first.	n/a
Very Good	Too many to just list one.	NA
Very Good	"Traits and behavior tool (pg 17) Rather than say no, say ""yes and..."" Use of story to promote culture during onboarding"	Quality standards
Good	Collaborative Culture	none
Good	"Compass, understanding your guests"	The Disney hiring process
Good	culture	recruiting
Good	"ENFATIZAR DESDE EL PRIMER DIA, CUAL ES EL OBJETIVO DE LA EMPRESA Y QUE ES LO QUE SE ESPERA DEL EMPLEADO."	"El cierre de la actividad, fue un poco lento."
Good	Loyalty Profit Chain is great. I wish they would talk to how you get others including senior management on board.	The afternoon sessions were a little harder to follow. I don't think I could conduct a useful Mind Mapping session.
Good	Promoting culture through training	None
Good	The examples of bringing different departments together to find a solution	"Content towards end of class, such as graphs, was not very useful to a smaller company, but aimed more towards bigger corporations"



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## USEFULNESS OF PROGRAM CONTENT

Rating	Most Valuable Content	Least Valuable Content
Good	"The focus on culture was good. I will be able to use some of the graphic organizers, like the matrix."	The branding information didn't seem quite as strong/useful although my organization is working hard at branding right now.
Good	thinking inside the box	None
Good	Thinking Inside the Box	None
Good	Using creativity of staff to improve staff/customer relations & having staff treated as customers	"Not really content, but not executives in attendance to incorporate changes. On content the mind mapping tool"
Just Okay	1) Culture by design or culture by default 2) onboarding design	Concepts of continuous improvement
Just Okay	Examples - onboarding information.	Content was okay - stuff I already knew but good review. Not interactive enough. Too much lecturing.
Just Okay	The compass.	Everything else.