



Iowa Workforce Development

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DISNEY INSTITUTE BRINGS PROGRAM ON LEADERSHIP, MANAGEMENT, SERVICE, & LOYALTY

DECORAH - Disney Institute is bringing its renowned professional development program, "The Disney Keys to Excellence" to Decorah, IA on April 20, 2006. Sponsored locally by Northeast Iowa Community College, in cooperation with Featherlite, Inc., Lynch BBQ and Iowa Workforce Development, "The Disney Keys to Excellence" is a full-day event that will give area business professionals a chance to discover the business behind the Disney magic. Register for a full day of exciting program sessions that will introduce participants to innovative Disney business strategies that they can easily implement in their own organizations.

"Community leaders around the country asked us to bring programs to their cities, and 'The Disney Keys' program does just that.", said George Aguel, senior vice president for Walt Disney Parks and Resort. "Participants will discover Disney success stories and learn about management philosophies and behind-the-scenes operations that have made the Walt Disney World Resort a benchmark for businesses around the world."

The Decorah, IA Disney Keys program has four 90-minute sessions:

- **Leadership, Disney Style** – Participants discover how effective leadership has been the catalyst at Disney to drive employee/customer satisfaction and bottom-line results, from the company's inception to today.
- **Management, Disney Style** – Participants examine the importance of integrating an organization's corporate culture into selection, training, and care.
- **Service, Disney Style** – Participants explore world-renowned Disney principles for service excellence.
- **Loyalty, Disney Style** – Participants learn key practices and principles in building and sustaining loyalty that have made Disney a trusted and revered brand around the world for more than 75 years.

Registration and tuition fees for the program are \$295.00 for the full day, and include course materials. For registration information, call Phone 1 (800) 728-2256, ext 399.

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