

## How to Think & Act Like Owners: Inspiring Innovation

EXCLUSIVE WEBINAR  
*for People 2.0*  
March 28, 2019

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## How to Think & Act Like Owners: Inspiring Innovation (Disney's Approach Future-Proofing Your Workplace/Career!)



presented by  
**Mark David Jones**

FORMER DISNEY LEADER  
AND  
PRESIDENT OF  
SMALL WORLD ALLIANCE



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## Some World-Class Brands



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## Workplace Challenges

- Overwhelmed by complexity and speed of change
- Losing market share to competitors
- Diminishing resources
- Not growing and getting more difficult to keep up

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## Disney World Statistics

	Start	3 years
Revenues	↓ 4%	
Expenses	↑ 8%	
Turnover	= 39%	
+ Customer Sat	= 89%	
Repeat visits	= 57%	

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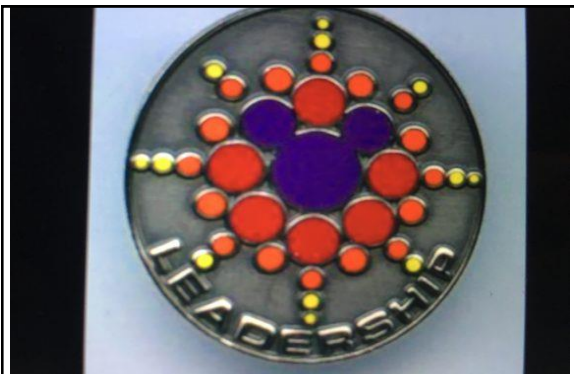
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## Performance Excellence

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### Disney World Statistics

	Start	3 years
Revenues	↓ 4%	↑ 22%
Expenses	↑ 8%	↓ 29%
Turnover	= 39%	= 18%
+ Customer Sat	= 89%	= 99%
Repeat visits	= 57%	= 78%

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### Agile Innovation

Being able to...

- Gather constantly-changing information
- Create new products/services
- Add value and earn loyalty & advocacy

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### Agile Success =

1. Know Your Non-Negotiables
2. Identifying The Right Goal
3. Implementing Where and How it Matters Most

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## Phase One: Non-Negotiables

- Values?
- Vision?
- Standards?

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## Freedom Within A Framework



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## Phase Two: Identify The Right Goal

- What kind of experience do you want to create?
- Must be from customer's perspective!

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## The Goal of Identifying The Goal

Creating a “magical” experience for your customers that exceeds their (unique?) expectations and inspires them to be advocates and refer their family/friends.

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## Phase Three: Implementing “Agile Innovation”

**Step 1:** Get your team together and review the first two steps – *Your non-negotiables and the ultimate experience you want to create for your customers*

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## Your Organization’s Non-Negotiables

**Tip 1:** Define what they mean for YOUR team.

**Tip 2:** What behaviors will bring them to life?

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## Design The Ultimate Experience

**Tip 1:** Map out each step your customers takes in the process

**Tip 2:** What are expectations at each step?

**Tip 3:** Best ideas for exceeding those expectations?

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## Where To Begin?

- **Continue?**
- **Stop?**
- **Start?**

*(Prioritize each Stop/Start list)*

*Build momentum!*

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**Questions?**

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***The way to  
get started  
is to quit  
talking and  
begin  
doing.***

*Walt Disney*

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