



College of Western Idaho

MEDIA ADVISORY – January 25, 2020

News Media Contact:

Stacey Thomson, Public Relations Manager
Disney Institute
Email: Stacey.f.thomson@disney.com
Phone: 407-566-2637

Jennifer Couch, Director of Communications
College of Western Idaho
Email: jennifercouch@cwidaho.cc
Phone: (208) 562-3508

**COLLEGE OF WESTERN IDAHO BRINGS
DISNEY INSTITUTE PROFESSIONAL DEVELOPMENT
TO THE TREASURE VALLEY**

**“Disney’s Approach to Business Excellence” program will explore topics of
creativity, leadership, management, service, loyalty**

Boise, ID 2-01-10 – Disney Institute is bringing its renowned professional development program, “Disney’s Approach to Business Excellence,” to the Treasure Valley on March, 11, 2010. Sponsored locally by the College of Western Idaho, Center for Workforce Development, and marketing partner the Idaho Business Review, the full-day event will give area professionals an opportunity to “experience the business behind the magic.”

“These are turbulent times for the business community,” said Dr. Marilyn Martin, Director, Workforce Development. “Bringing Disney and its proven business strategies to Boise is one way we’re working to help local organizations grow and prosper.” The March 11th program will bring the best of Disney Institute content to the DoubleTree Riverside Hotel in Boise.

“This is a convenient way to experience Disney Institute programs in local business communities,” said Jeff James, vice president for Disney Institute. “Our programs teach easily-adaptable strategies and best practices that have been part of our company for more than 80 years.”

The full-day “Disney’s Approach to Business Excellence” program introduces participants to five core Disney business principles:

- **Disney’s Approach to Leadership Excellence** -- Strong leadership is fundamental for organizations to grow and succeed. Participants will explore strategies and methods for improving team results through proven leadership philosophies that are used to exhibit the values and behaviors that generate results.
- **Disney’s Approach to People Management** -- The Disney corporate culture instills pride and ownership in Disney Cast Members (employees). The same can true for any organization looking to inspire and motivate employees. Participants explore the Disney approach to selection, training, retention, and communication, all of which sustain a supportive and interactive culture.

- **Disney’s Approach to Quality Service** – In an era where everyone is competing for business and market share, excellent customer service isn’t a luxury, it is mission critical. Participants discover how Disney exceeds expectations through its service infrastructure, ongoing research, and established service standards.
- **Disney’s Approach to Brand Loyalty** – The relationship between consumer experiences and a company’s brand is vital and can generate superior bottom-line results. Participants explore strategies that deliver on an organization’s brand and retain customers for life.
- **Disney’s Approach to Inspiring Creativity** - Focused on strategies and tactics that have helped Disney maintain its creative and innovative culture in good times and bad, this program can help other organizations be equally successful.

“What makes the Disney learning experience so different and meaningful is that we don’t simply teach theory,” said James. “We give participants an ‘insider’s look’ at business philosophies that have helped Disney consistently rank as one of the world’s most admired companies and brands. Engaging content presented in an entertaining fashion provides participants with tools that can literally transform their organizations.”

Program registration is \$399 per person or \$1895 to reserve a table of five. This includes all course materials and refreshment breaks. For more information and to register, call 208.562.3000 or visit www.cwidaho.cc/cwd.

About Disney Institute

Disney Institute was created to showcase “the business behind the magic” – Disney best practices that easily adapt to other organizations. One of the most recognized names in professional development, Disney Institute travels the world offering engaging seminars, workshops and presentations, as well as fully customized programming. Immersive learning experiences are also offered at Disney destinations in the Americas, Europe and Asia, enabling participants to go behind the scenes and see firsthand how business theory drives operational excellence. The Disney Institute client roster includes more than half of the Fortune 500 and a wide range of small businesses, non-profits and government agencies. To learn more about Disney Institute, please visit www.disneyinstitute.com or follow us at www.twitter.com/disneyinstitute.

About the College of Western Idaho:

The College of Western Idaho is a comprehensive community college fostering student development academically, as well as occupationally. CWI has seven campus locations throughout Southwest Idaho providing higher education and 21st Century technical skills acquisition. The college is dedicated to improving the community’s economic well-being by responding with highly-educated and productive graduates. The foundation for the area’s only community college was created by a supermajority of voters in Ada and Canyon counties on May 22, 2007. For more information about the college, visit www.cwidaho.cc or call (208) 562-3000. Jennifer Couch, Director of Communications (208) 562-3508.