

Article #1: Disney University by Doug Lipp Review by Jennifer Hunt - 457 word count

Love the Disney experience? Would you like to enjoy the magic throughout the year while working for the most fun and entertaining business in the world. In Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees by Doug Lipp, details the experiences of cast and crew at the "Happiest Place on Earth." For six months, participants are enrolled and attend orientation at Disney University to be a cast member. At first, the participants are welcomed into a positive atmosphere when they are welcomed to campus. Throughout the Disney orientation, the participants learn about Disney's history, brand, and various leadership skills.

For the critical component, Van France established The Four Circumstances of the Disney University. First, to be chosen and to be taught as potential Disney World/Disneyland crew and cast members, he or she must be a leader. Leaders, according to France, need to be "forward-thinking" and capable of taking various risks. These risks are capable of changing the face of the company. Second, leaders must be supportive to serve as the face of Disney. As a leader and a part of Disney, participants (who are training as cast members) must show leadership by being enthusiastic about his/her job by putting on a fresh face for the consumer and for the company's public image. Third, leaders need to take the opportunity to expand their education. To be successful in life, company leaders need to be involved in the continuous learning of their organization or company, regardless if the education component involves extra training by various schools or external organizations. Lastly, entertainment is a core component in creating a successful company. To make the company more profitable, participants must have applicable access to know the rules of the company. This is possible for participants (cast members) to continue to grow as leaders and to make a sustainable profit.

To be a successful cast member and a leader for Disney, according to Disney University, cast members can be successful if everyone works together. A cast member is successful when he or she embodies the Disney character that he or she is characterized as portraying. This essentially means that the participant must learn the Disney character's traits, likes, and dislikes, as well as properly dress as that character and embody that character as portrayed in Disney's products, plays, movies, and other forms of entertainment.

Lastly, Disney University is an opportunity for people to gain quality experience to work for a company which is geared to providing quality family entertainment. By utilizing Disney University since the early days of Disney's two parks, Disney has grown to be a popular entertainment company because of employees who are dedicated to working for the face of the company.