Doug Lipp

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DisneyU: The Wonderful World of an Enduring Brand. Disney stands the test of time as the ultimate icon of applied imagination. How did Walt Disney create “The Happiest Place on Earth?” What are the secrets behind its employee development dynasty? And how does it reinforce its organizational values, culture and brand on a day-to-day basis? During this animated and high-energy program, you’ll learn how Disney continues to capture and inspire the hearts and minds of thousands of employees around the globe through an unwavering devotion to the core values established by Walt himself. Learn how Disney University Founder Van France has brought to life — for generations of employees — Walt’s timeless values of Innovate, Support, Educate and Entertain.

Organizational Culture: It’s More Than a Coat of Paint. Leaders build the culture, live the culture, and reinforce the culture every single day. Leadership has always set the tone within an organization, but today there’s growing consensus that a winning, sustainable culture is only achieved when it is ‘actively’ steeped throughout the entire organization. In this program, Doug persuasively demonstrates that organizational culture is much more than a coat of paint daubed on the walls of a building. Culture is the cornerstone of success and supports your business performance and all operations. As such, it’s uniquely yours and almost impossible for competitors to copy.

The Magic of Exceptional Customer Service: Keep Plussing the Show. How has Disney managed to keep its employees and customers so fiercely devoted to the brand? How has it managed to continually top the charts as one of the world’s most loved brands? How can you learn from its practices to catapult your organization’s service strategies to even higher levels? Learn the four components that are at the heart of Disney University: innovate, support, educate, and entertain. Discover how legendary service is a delicate balance between art and science. “Doing the ordinary in an extraordinary fashion” isn’t rocket science; customer service excellence must be ingrained throughout your culture. In this ever-changing economy, more companies than ever are realizing the strategic importance of transforming their service culture to differentiate themselves from competitors.

Even Monkeys Fall From Trees: Learn From Mistakes and Embrace Change. The best and the brightest make mistakes. However, the ability to learn from setbacks, then bounce back even stronger is the hallmark of market leaders. Join Doug as he discusses Walt Disney’s unrivaled focus on creating one of the strongest teams of dreamers and doers in the world. “Change or perish” defines the innovative Disney culture. Doug takes you behind-the-scenes to discover how Disney pushed through obstacles by relentlessly challenging the status quo in literally every corner of the company.

It's a Small, Small World: The Globe is Shrinking. Is Your Business Expanding? Walt Disney had it right all those years ago … "it is a small world." And guess what? It's getting even smaller! Mobility and greater access to multicultural markets is heralding in exciting, new opportunities for organizations willing to raise their diversity IQ. In this powerful and cutting-edge presentation, Doug Lipp shows that regardless of whether your organization is selling globally, the face of the customer is changing. Gone are the days of managing or marketing to a homogenous group. Customer groups, employees, channel partners, and shareholders now represent different cultures, generations, and ways of thinking. Organizations must adjust— or be willing to lose—in their global battle for market share.

Event Moderator / Emcee / Facilitator / Host. Audiences and guest speakers immediately connect with Doug's relaxed,-yet informed style and ability to think on his feet. His many years of business experience and consulting gives Doug the ability to engage with people from all business backgrounds. Doug's skill as a professional speaker, humorous story-teller, interviewer and facilitator ensures your conference objectives are met with just the right amount of humor and interaction to keep the message fresh and memorable.