

Lee Cockerell, *Executive Vice President Walt Disney World Resort (Retired)* Presents

Great Leader Strategies

plus, **BONUS** Time Life Management Excellence Workshop

“ It’s not **Magic** that makes Walt **Disney** World work, It’s the way we work that makes it **Magical !!!** ”

Course Objective:

Great leadership is the last frontier in gaining competitive advantage, especially in these turbulent times. This course will teach managers and leaders at all levels what great leadership looks like, featuring the highly practical 12 Great Leader Strategies in black and white, that Lee Cockerell and his team developed for Walt Disney World Resort. You will learn the strategies and techniques of how great organizations create the right environment and culture where all employees view themselves as leaders and are critical to the organizations success.

Is there a lack of leadership, trust and commitment in your organization??? The symptoms: You and your colleagues

- Are in a culture where they don't feel like they matter
- Are not committed to go all the way for the organization
- Are being trained but not being developed for higher levels of responsibility
- Are not treated as individuals
- Are not shown unconditional respect
- Are withholding vital information and ideas that would make the organization much more successful
- Don't understand deeply in the vision and mission
- Don't understand the difference between their role and their purpose and don't trust their leaders or the organization.

It really does not matter how many goals and dreams you have, if you don't have a committed and engaged team to put them into action. Over two highly interactive days you will benefit from an in-depth guide to:

- The common sense **12 Great Leader Strategies** that Lee Cockerell developed for the Walt Disney World Resort that ensured that the 7000 leaders at **Disney knew how to balance customer satisfaction with employee excellence and business results**
- How to foster an inclusive environment!
- What the **only formula** that works over time is, which is the big one that most organizations don't understand
- Don't be the leader who found out too late. You will learn how great leadership is first and foremost about employee excellence, which then leads to exceptional customer service, which then translates to business results
- How **Great Leaders** build trust and make the customers and employees central to every decision they make
- How to design your organizational structure for success
- The steps to follow to make sure you have the right people in the right roles!
- How to Implement effective, structured processes for getting work done
- Learn the most important and fragile leadership behavior that will either propel your career or kill it!
- How getting the culture right and using the right level of appreciation, recognition and encouragement will reduce turnover and improve service and employee engagement significantly
- The difference between compliance and commitment and how that really drives better bottom line results

and many more leadership lessons...

Available Course Dates 2011/2012

September 19-20, 2011	New York	May 7-8, 2012	New York	September 17-18, 2012	New York
April 2-3, 2012	Dallas	June 4-5, 2012	Chicago		

SAVE and improve performance with a cost-effective tailored in-house course. Email reg@wcbf.com or call +1 800-959-6549 for details

WCBF
WCBF Management Development



Personally presented by Lee Cockerell, Former Executive Vice President, Operations For the Walt Disney World Resort® for Ten Years.

Lee developed Disney Great Leader Strategies & Disney Time Life Management Courses and is author of *Creating Magic... 10 Common Sense Leadership Strategies From a life at Disney* and is well known as Disney's top trainer.

Lee's book has now been published in ten languages. Lee also speaks on behalf of the World Renowned Disney Institute.

This course is practical and applies to anyone.

In Creating Magic, Lee Cockerell delivers his ideas about leadership in a common sense way that can really reach people and help them improve their effectiveness at work, at home and in their communities. His valuable leadership strategies and remarkable Disney stories will ring true for everyone who reads his book.

Ken Blanchard, Co-author of The One Minute Manager® and Leading at a Higher Level

HOW TO REGISTER

Call Toll Free: 1-800-959-6549 or 1-312-466-5774 Fax Toll Free: 1-800-959-6561 or 1-312-873-4331
Email: reg@wcbf.com Register Online: www.wcbfmd.com

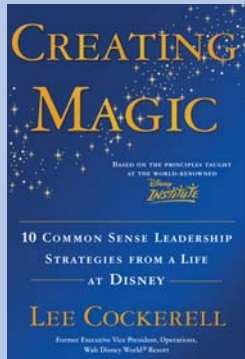
BRING YOUR TEAM AND SAVE 25% - see back page

Why Is This Course Unique?

This seminar is unique in that it is not led by a facilitator but by Lee Cockerell himself.

Lee Cockerell has been teaching the Disney's Great Leaders Strategies and his Time Life Management course for up to 25 years to over 75,000 attendees. He credits learning how to manage (keep under control) his life for much of his success in becoming a great manager and a great leader.

Learn how Lee made the transition from being a great manager and not such a great leader to becoming one of the most admired leaders in the hospitality and entertainment industry.



Lee developed Disney Great Leader Strategies & Time Life Management Courses and is author of *Creating Magic... 10 Common Sense Leadership Strategies From a life at Disney* and is well known as Disney's top trainer.

Lee personally uses these strategies for accomplishing the goals in his life.

This course is intensely practical and applies to anyone.

It is focussed on challenges you are facing for real in your organization today, particularly in these turbulent times, and the business challenges you are facing right now.

Agenda at a Glance

Day One	
7:45-8:30am	Breakfast and Registration
8:30-10:00am	Great Leader Strategies Workshop
10:00-10:30am	Morning Refreshment and PDA Break
10:30-12:00am	Great Leader Strategies Workshop
12:00-1:30pm	Lunch & Networking Book-Signing by Lee Cockerell of his best selling <i>Creating Magic... 10 Common Sense Leadership Strategies From a life at Disney</i>
1:30-3:00pm	Great Leader Strategies Workshop
3:00-3:30pm	Afternoon Refreshment Break and PDA Break
3:30-4:30pm	Great Leader Strategies Workshop
4:30pm	Networking & Drinks
6:00pm	WCBF will facilitate an Attendee Dinner with Lee Cockerell

Day Two	
8:00-8:30am	Breakfast
8:30-10:00am	Great Leader Strategies Workshop
10:00-10:30am	Morning Refreshment and PDA Break
10:30-12:00am	Great Leader Strategies Workshop
12:00-1:00pm	Lunch & Networking
1:00-3:00pm	Time Life Management Excellence Workshop
3:00-3:30pm	Afternoon Refreshment and PDA Break
3:30-4:15pm	Time Life Management Excellence Workshop
4:15pm	Review and Discussion
4:45pm	Closing Remarks

Booking Signing and Free Takeaways

Get your personally signed copy of **Lee Cockerell** *Creating Magic... 10 Common Sense Leadership Strategies From a life at Disney*.

Plus a 55 page **Great Leader Strategies** Course Manual and **Time Life Management Excellence** Course Manual

Gala Networking Reception

Day One : 4.30pm
Relax and unwind at the Networking Drinks Reception.

Locations

The courses will be held in leading brand hotels e.g. Marriott, in vibrant downtown locations.

HOW TO REGISTER

Call Toll Free: 1-800-959-6549 or 1-312-466-5774 Fax Toll Free: 1-800-959-6561 or 1-312-873-4331
Email: reg@wcbf.com Register Online: www.wcbfmd.com

Great Leader Strategies Course

Agenda

Day One: 8.30am to 4.30pm & Day Two: 8.30am to 12pm

This course will teach you the leadership and management strategies that were employed at the Walt Disney World Resort by Lee Cockerell and his team which resulted in world-class service and exceptional financial results.

■ **How to create a culture and environment of commitment vs. compliance for every single associate in your organization just like Disney World does.**

■ **The leadership actions that will create a world class culture of excellence.**

- How to make sure everyone matters and they know it
- The importance of knowing your team well
- Letting your team get to know you
- Engaging your team
- How to communicate clearly, directly and honestly
- The importance of designing your culture
- Learn the 4 customer and 4 associates expectations for higher customer satisfaction and higher productivity

■ **The principles of creating an effective and efficient organizational structure.**

- Clarity of responsibility, authority and accountability that reduces costs and improves the bottom line
- Make every position count
- Rethink meeting structure. Most are a waste of time
- Getting everybody involved in change and adapting quickly to the needed change
- Expecting resistance and pushing forward
- Understanding that you're really never done

■ **The steps to follow for hiring and promoting the best talent at all levels in your organization.**

- How to make your people your brand if you want to WIN
- The four competencies that are important when you Hire at any level
- Why hiring for skill, passion and attitude are vital
- How to ask revealing questions

■ **How to create magic through training and why education and enforcement are vital.**

- How to give people a purpose, not just a job
- Why vision statements matter and are powerful
- Your role as a teacher and coach
- How feedback is vital to performance improvement
- How raising your expectations will raise your results

■ **How to identify and eliminate the hassles for your customers and for your associates that affect your service levels and your bottom line.**

- Are your processes, policies, rules and regulations a hassle for your customers and for your associates with out adding any real value
- Eliminate things that customers don't like
- Experiment with new ways of doing things

■ **The most important and fragile leadership behavior that will either propel your career or kill it!**

- Your reputation is everything. What is yours?

■ **How to learn the truth so you can make better decisions.**

- Why leaders are shielded from the truth and how to find out what is really going on
- The importance of comfortable relationships
- Ask your customers personally what they expect
- Ask your associates personally what they need to be excellent
- Ask what happened vs. who did it
- The four questions that deliver the truth revolve around people, process, project and profit

■ **The real secret of how to build commitment from your team by burning the Free Fuel!**

- The fuel that drives human performance
- There is an unlimited supply and it is renewable

■ **How to stay ahead of the pack, personally and for your organization.**

- Getting better technically, as a manager, technologically and as a leader

■ **Why character matters and how you must be the role-model at work and in your personal life.**

- Setting the example
- Building trust
- Leaving a legacy
- Leading the new workforce

HOW TO
REGISTER

Call Toll Free: 1-800-959-6549 or 1-312-466-5774 Fax Toll Free: 1-800-959-6561 or 1-312-873-4331
Email: reg@wcbf.com Register Online: www.wcbfmd.com

Time Life Management Excellence Workshop

“ It’s not about managing your time. It is about managing your life. ”

Is there a lack of self discipline, organizational skills and balance in your life? The symptoms are:

- Missed deadlines
- Not following up on issues
- Un-kept promises
- Poor health resulting from distress and lack of exercise, diet and rest
- Disregard for personal relationship building
- Lack of financial planning for your later years

Why this course is unique

- You will learn how **great organizations** have well defined systems and processes in place for effective consistent execution of their goals
- You will learn the tools and techniques and the practical well defined system and process that **great leaders** use for achieving their goals in all parts of their lives
- You will learn the **practical system** for getting it all done which leads to making you an effective manager and leader

It really does not matter how much one knows or what goals they have if they cannot get them accomplished.

**HOW TO
REGISTER**

Call Toll Free: 1-800-959-6549 or 1-312-466-5774 Fax Toll Free: 1-800-959-6561 or 1-312-873-4331
Email: reg@wcbf.com Register Online: www.wcbfmd.com

Time Life Management Excellence

Course Agenda Day Two: 1.00pm to 4.15pm

Over the final half a day you will learn the Lee Cockerell Time Life Management System and ways to think that will change the results you are able to achieve in all parts of your life. This is a highly practical time life management methodology that Lee taught to Disney Executives at the world renowned Disney Institute.

- How to put more control into all parts of your life through this simple system for planning and carrying out your goals
- The three most important questions to ask your self every day before you start your day.
- The four steps in planning each and every day (the fourth step being the key to a happy and successful life)
- How not to have big regrets when it is too late. How Many regrets do you want to have????
- How to maintain strong relationships, prepare yourself for the future, maintain good health and reduce the distress in your life.
- A simple system for doing what has to be done, when it has to be done, in the right way whether you or they like it or not.
- How to delegate effectively and to develop your managers for higher levels of responsibility.
- That wishing, hoping and praying are not as effective as being a well organized leader disciplined leader and parent.
- How to schedule the priorities in your life to ensure that they are accomplished.
- How to become a grand master of details and follow-up.
- The true definition and responsibility of management and leadership.
- How to improve and build your own self-esteem and self confidence and how they contribute to effectiveness.
- How to think about and the use discretionary time.
- The six levels of priorities in life and in which order to do them.
- How to overcome procrastination.
- How to identify time wasters and what to do about them.
- How to align your values with your action.
- How to get outside your comfort zone and take on new things that you know little about.
- Techniques for making you more effective by altering some of your habits.
- How to run meetings more effectively
- How to organize yourself so you can lay your hands on needed resources at a moments notice.
- How to get started and stay on track.

**HOW TO
REGISTER**

Call Toll Free: 1-800-959-6549 or 1-312-466-5774 Fax Toll Free: 1-800-959-6561 or 1-312-873-4331
Email: reg@wcbf.com Register Online: www.wcbfmd.com

How attendees will benefit

- You will **take-away** the **golden nuggets** of **Great Leadership Strategies** and **Time Life Management** from one of most admired leaders in the hospitality and entertainment industry
- You will dramatically improve your management and leadership efficiency and effectiveness in all parts of your life.
- You will learn a simple system for planning and carrying out your goals and responsibilities as a manager and as a leader in all parts of your life.
- You will learn how to bring balance and harmony into your hectic life which is only going to get more complex in these times we live in.
- The next time you visit Disney World you will have a whole new appreciation for the way they create magic for every guest.

Who should be attending

- Anyone who would like to become a more effective and efficient leader and manager in all parts of their life.
- Anyone who needs to get their life under control to obtain more balance and harmony.
- Anyone struggling to get it all done from front line associates to top executives.

Limited Numbers

To meet your training objectives it is essential to ensure that you receive both one-on-one training and undertake activities in small groups. The number of participants attending each course will therefore be strictly limited.

Your Course Leader



Lee Cockerell, the former Executive Vice President of Operations at Walt Disney World® Resort for ten years offers practical, common sense lessons for leaders looking to create magic in their own organizations. Lee has taught his Leadership seminar for over 25 years to over 75,000 attendees.

The World Disney Resort in Orlando (Florida) is about the same size as San Francisco, and is the biggest tourist attraction and one of the biggest congress centers in the world. It has 32 hotels and four famous theme parks, connected by roads with a total length of 267 kilometers. With 60,000 Cast Members it is the largest single site employer in the world.

Lee Cockerell retired as the Executive Vice President of Operations for the WALT DISNEY WORLD® Resort in Lake Buena Vista, Florida, a position he held for ten years. His responsibilities encompassed a diverse mix of operations, which included 32 resort hotels with over 29,000 Guest rooms,

4 theme parks, 2 water parks, 5 golf courses, a shopping village & nighttime entertainment complex, a sports & recreation complex, and the ancillary operations support functions. The Resort serves millions of guests each year and employs 60,000 Cast Members.

He attributes his career and personal life success to practicing the lessons of this seminar. Lee is a popular keynote speaker, he frequently addresses Fortune 500 corporations, government agencies, educational institutions, nonprofits and other organizations around the world., and is often invited to speak on behalf of the world-renowned Disney Institute.

Lee is the author of *Creating Magic...10 Common Sense Leadership Strategies From a Life at Disney*. His book has been published in ten languages and adopted by several educational institutions as a text book on leadership, management and service excellence.

Before joining Disney in 1990 Disney Lee held various executive positions at Hilton Hotels for eight years and Marriott International for 17 years.

No one knows how to create magic better than Lee. As he often says, " It is not Magic that makes Walt Disney World work but the way we work that makes it magical. Lee often reminds managers around the world that they too can create magic in their organization.

Lee has served on the Heart of Florida United Way Board for six years including being the Chairman of the Board and a member of the Executive Committee and most recently as Campaign Chairman for Central Florida. Lee served as a member of the Board of Trustees for the Culinary Institute of America in Hyde Park, NY; a member of the Board of Directors of the Production and Operations Management Society (POMS) and in 2005 Governor Jeb Bush appointed him to the Governor's Commission on Volunteerism and Community Service where he served as the Chairman of the Board.

In 2008 Governor Brad Henry of Oklahoma named Lee as a Creative Ambassador to assist the state in leadership and business development.

HOW TO REGISTER

Call Toll Free: 1-800-959-6549 or 1-312-466-5774 Fax Toll Free: 1-800-959-6561 or 1-312-873-4331
Email: reg@wcbf.com Register Online: www.wcbfmd.com

Testimonials

In *Creating Magic*, Lee Cockerell delivers his ideas about leadership in a common sense way that can really reach people and help them improve their effectiveness at work, at home and in their communities. His valuable leadership strategies and remarkable Disney stories will ring true for everyone who reads his book.

Ken Blanchard, Co-author of *The One Minute Manager®* and *Leading at a Higher Level*

Elegant in its simplicity and practicality, Lee has distilled many powerful leadership strategies into the lessons many of us learned as children. They are no less relevant to our working lives. At its core, *Creating Magic* is a collection of stories that reminds us to demonstrate care and respect for every member of the team and to focus our efforts not on ourselves but on the people we lead.

George Bodenheimer, President, ESPN, Inc and ABC Sports

Lee is a powerhouse when it comes to developing and inspiring leadership in front line employees and managers. During my years working with him at Disney and in all of my senior management positions since, I have used his leadership philosophies to successfully develop effective leaders and cultivate business environments focused on service excellence. *Creating Magic* will be a must-read for anyone who wants to make a positive organizational difference built on highly engaged employees delivering exceptional service.

Karl McDonnell, President & Chief Operating Officer, Strayer Education, Inc.

Shows the magic in leadership - and the leadership in magic! Read this book!

Marshall Goldsmith, New York Times best-selling author of *What Got You Here Won't Get You There - the Harold Longman Award - Business Book of the Year*

To a person, every attendee indicated that not only was their time worth while but your class was the best training course they ever attended by these managers.

James Kappel, General Manager, Marriott Hotels and Resorts

The changes in how I use my time since the seminar have been dramatic and it is great to know that I have control of my time and my life opposed to time controlling me.

Robert Poulx, Northwestern Mutual Life

After taking your class today it really opened my eyes not just as a leader but also as a husband and father. Thank you

Dave Mudge, Disney's Grand Floridian Resort and Spa

Just wanted to let you know that your time management course made an unbelievable change in my life. I'm now so connected now to everything in my life.

Gary Brummett, Executive Chef, Arbors at Hopbrook Resort

Since taking Lee's class my life has changed dramatically, for the better. Like everything Lee teaches, this seminar is simple but so powerful and effective.

Ben May, Director of Sales, Chateau Ste Michelle Winery

The feedback we are getting on the seminar is a bit overwhelming. Our guests cannot say enough good things about the content you provided.

John Magi, President, Owner, Dreams Unlimited Travel, Inc.

Watts and I want to thank you for attending last week's first ever WCP CEO Summit.

Your presentation was exactly what we were hoping for. Despite the varied industries represented, your leadership lessons were applicable to everyone in the room. We've had several CEOs comment on how interesting and useful your session was. In fact some have requested copies of your CD - can we get 6 or so copies? It is hard to keep a room of CEOs and private equity folks captivated for 1+ hours, but you did just that! Great job.

I hope you enjoyed your visit to Sea Island. Again, thanks for attending and making the business session such a success. Regards,

Walker Simmons, Wachovia Capital Partners

Thank you for your inspirational speech to the Officers and Extended Leadership Team of Black & Veatch on Tuesday. As a new officer at Black & Veatch, I appreciated your message that as leaders we need to be committed to our professionals: make them feel special, treat them as individuals, show respect and develop them as professionals. At the end of the day, we talked about customer service being "dead" in this country. Black & Veatch is a client focused organization and we should use our client service message more as a competitive advantage. You also provided me with a few book marks about the "7 Guest Service Guidelines". I wish I would have taken more book marks. I have shown them to few folks within my group and all have liked the "7 dwarfs message". A couple professionals have asked for a copy. Would you mind if I copied the bookmark and handed out to my group? Thank you again for your strong message on leadership.

Todd Dudley, Black & Veatch

You have certainly touched many people and given them a better idea in what it means to be a leader, not just in business, but in life!! You have a gift that not many speakers have, to inspire and connect on many different levels!! You received RAVE reviews from everyone!! The survey results that we received were excellent, I have rarely seen results as good as yours.

Bruce B. Zicari II, CPA, CVA, President, Rochester Small Business Council

Lee, I want you to know that your class saved my marriage.

Name not listed for obvious reasons!

Tailored In-House Training

All WCBFMD courses can be run on a tailored in-company basis, and may lower the cost per person considerably. This means we'll bring the very best training money can buy straight to your doorstep, anywhere in the world, and will tailor it to ensure every aspect is aligned to your business goals, objectives and strategies.

With in-company training, we like to work closely with clients as part of the development process to focus on the business issues that surround the training

Each course is delivered by one of our industry leaders in the topic field. We only work with the best in the industry, such as Lee Cockerell on the course feature in this brochure, so our clients never have to settle for second best.

Average is not a word that sits in our trainer vocabulary!

Our clients are extremely diverse and as such our range of services offered reflects their changing needs. We are able to provide you with:

- In-Company training solutions
- Performance Coaching
- Facilitation Services
- Business Consultancy
- Performance Improvement solutions

Whatever your needs, WCBFMD has the solution. And if we don't - we'll create it.

Change starts and ends with people. Contact one of our training experts to start your curriculum planning. Call +1 800-959-6549 or email us at reg@wcbf.com with your needs.

