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In this book, Douglas Lipp explains how "the Disney University develops [who he claims are] the world's most engaged, loyal, and customer-centric employees." They are "second to none when it comes to friendliness, knowledge, attentiveness, passion, and guest service." That was true 58 years ago and remains true today.

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Beginning with Walt Disney and then Van France, the man who created the Disney University. Doug Lipp was the person who was in charge of Disney University at Disney Tokyo. I found it amazing that Frank Lloyd Wright was hired to give classes and lectures to the animators of Disney-could you

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author of "It's Your Ship" When I first arrived at The Walt Disney Company, I was surprised to find I had to go back to school--at Disney University!

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In Disney U, Doug Lipp examines how Van perpetuated Walt Disney's timeless company values and leadership lessons, creating a training and development dynasty. It contains

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The Disney University is certainly a lot more than Mickey Mouse and Donald Duck. Excerpt from “DISNEY U: How Disney University Develops the World’s Most Engaged, Loyal, and Customer-Centric Employees” by Doug Lipp (McGraw-Hill, 2013).

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About the Author. DOUG LIPP helped create the first international version of the Disney University, in Japan at Tokyo Disneyland, and then led the training team of the Disney University at the corporate headquarters of The Walt Disney Company, The Walt Disney Studios. He mentored under a number of Disney University visionaries, including the Disney

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In helping Walt Disney create “The Happiest Place on Earth,” Van France and his team started a business revolution in 1955 that eventually became the Disney University—the

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employee training and development program that powers one of the most famous brands on earth.

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Majoring in "People" THE 'Happiest
Place on Earth' did not receive that
accolade by accident. Rather, it was
their development of world-class
employees through corporate values,
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customer-centric formula that has made them into a world-class organisation.

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Gordon Douglas Lipp known as Doug Lipp is a consultant, speaker, and author based in Fair Oaks, California. Lipp is an expert in leadership and customer service. He is the CEO and President of G. Douglas Lipp & Associates, a consulting firm. Lipp previously served as head at the Disney University Corporate Headquarters training department and helped create the first international Disney University at Tokyo Disneyland. He has published books in English and Japanese and has given over 1500 keynote

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