“If Disney Ran Your Business? Making the Experience Magical!”

John Formica, “Ex-Disney Guy”

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@johnformica
“It is not just about Programs, Products, Features, Plans & Services. It is all about the Client /Employee Experience!”
So Who is this “Ex-Disney Guy”?
Staying Alive!
Get to know their story!

Do they know yours?

“People won’t hear you until they know you.”
“It is not just about Programs, Products, Plans & Services. It is all about the Experience!”

• Employees ➤ Customers
• Leaders ➤ Employees ➤ Leaders
• Customers ➤ Employees ➤ Leaders
Disney’s Leadership Strategies

Leadership shows judgment, wisdom, personal appeal, and proven competence.

Walt Disney
Create the Dream!

“If you can dream it you can do it.” - Walt Disney
What is Disney’s **Purpose**?

Make People Happy!
Selling “Imagination”? 

“I wish I was there!”
Are You Selling “Imagination”
“You don’t build a product for yourself. You need to know what the people want and you build it for them.” -Walt Disney
What Do Your Customers/Clients **Really** Want?

1. Reliability
2. Responsive/Empathy
3. Assurance/Trust
4. Tangibles
5. Personal Attention
6. Positive Memorable Experience
Making the Experience Memorable!

when we show our #DisneySide

EVERYTHING TASTES BETTER WITH MOUSE EARS
The Magic Begins With **People!**

*Never Forget!*

You can design, create, and build the most wonderful place in the world. But it takes people to make the dream a reality.

*Walt Disney*
“Roles” vs Positions

Actor - Jason Alexander (a.k.a. George Costanza)
Wow! People Make It “Magical”!

The security guard at Disneyland asks a little girl for an autograph, pretending that he mistook her for a 'princess'
What is Your “On-Stage” Presence?

It’s Show Time!

Every action is an Intentional Impression & direct reflection of YOU, your Business & Community.
The Cycle of “Experience”

“Magic Moments of Truth”

Choose To Make Every Touch Point Before, During and After Special and Magical!
“Marketing is no longer about selling products and services, but about the stories that get told.”

- John Formica
Exceed Their Expectations!
Providing **Little Extras Are Magical!**

Lagniappe (lan-yap)

A little something extra
“Whistle While You Work”

“It takes a happy crew to produce a happy show.”
What Does Your Work Environment Look Like?
TREAT EMPLOYEES LIKE THEY MAKE A DIFFERENCE AND THEY WILL.
Just Imagine?

If Disney Ran Your Business, What Would It Look Like?
“If you can dream it, you can do it.”

WALT DISNEY
What Do You Dream About?

- In Your Business?
- In Your Career & Success?
- For Your Client’s Success?
When Will You Begin?

• How Will You Get There?

• Who Can Help You & Your Team Succeed?

• What If It Happens?

• Will You Be Ready?
All our dreams can come true, if we have the courage to pursue them.
The way to get started is to quit talking and begin doing.
"Do what you do so well that they will want to see it again and bring their friends."

Walt Disney
iconic American businessman
It is all about the Experience and making it “Magical!”

Bring the “Ex-Disney Guy” to make Magic at Your Next Team Meeting or Training!
(Will Work With All Budgets)

FREE BONUS GIFT!!
3-In-Depth Training Videos Secrets To Make More $$$.! Attract More Clients, Build Brand Loyalty For Life, Beat Out Your Competition Today!”
($500 Value)

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