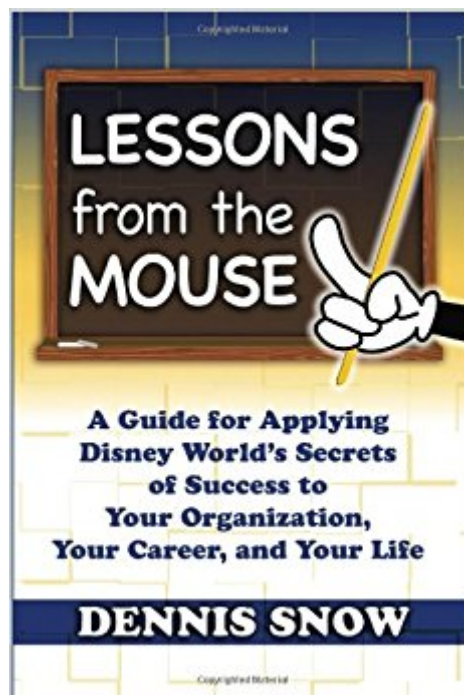




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# Lessons From The Mouse: A Guide For Applying Disney World's Secrets Of Success To Your Organization, Your Career, And Your Life



## Synopsis

What can you learn from a mouse? When that mouse has been delighting and entertaining hundreds of millions of people for decades - it turns out there is plenty to learn. Dennis Snow's *Lessons From the Mouse* provides ten no-nonsense, practical principles that anyone, anywhere can apply. He entertains while he educates with chapters like 'What Time is the 3:00 Parade?' Is Not a Stupid Question. The mouse is very candid here - no Disney pixie dust blinds the reader. Backstage snafus, onstage errors, and occasional chaos emerge in all their drama, humor, or irony. At its heart, though, *Lessons From the Mouse* presents ten lessons that guide readers in applying excellence in their own organizations, careers, and lives. Whether being used as a tool for increased organizational effectiveness or a pocket guide for the college grad or new entrepreneur, *Lessons From the Mouse* offers timeless, straightforward advice.

## Book Information

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## Customer Reviews

Dennis Snow has built a better mousetrap, capturing the best ideas from his years with Walt Disney World and sharing them with anyone interested in improving his or her organization or career. By mastering his simple *Lessons From the Mouse*, any company and any employee can become well known for extraordinary customer service. --Ed Yingling, President and CEO, American Bankers Association  
The principles outlined in *Lessons From the Mouse*, while based upon Dennis' experience at Walt Disney World, translate to any organization and any individual within an organization. Cummins is successfully applying these principles globally to create great experiences

for customers and to enable every employee to have a clear line of sight to the customer. --Joe Loughrey, President and Chief Operating Officer, Cummins Inc. What makes *Lessons from the Mouse* so valuable is that Dennis Snow writes from a front line, customer contact perspective. There's no wasted space in this book. Every page has ideas ready to put to work for you or your organization. *Lessons from the Mouse* is engaging, entertaining, and of great practical value. This is a winner! --Joe Calloway, Author, *Work Like You're Showing Off*

Dennis Snow spent 20 years working for the mouse at Walt Disney World, starting his Disney career at the 20,000 Leagues Under the Sea Attraction. He later managed various operating areas within the theme park and also spent many years with the Disney University, teaching corporate philosophy and business practices to cast members and the leadership team. Now a full-time speaker and consultant, Dennis is dedicated to helping organizations achieve their goals in customer service and leadership.

I have to disagree with some of the negative comments of this book. The author makes no apologies for the book being short (156 pages) - he even jokes about it at the end. What he does give you are 10 practical lessons that can be applied to any business. His job related experience gives you a behind-the-scenes (or "Backstage" from the book) peek of Disney World. I found his examples concise and easy to understand. For my MBA I have read countless business books who's authors delight in tech-talk and creating lessons and theories that often require further reading from other books to explain the principles - Mr. Snow keeps it simple and gives it to you straight. While some reviewers are quick to criticize that this book is non-technical (one reviewer wrote "for the novice"), I ask, does it have to be? Sound/simple lessons are often refreshing! If you are sitting in a terminal waiting for your next flight - download the book to your Kindle - it will make your trip go by a little faster. Practical + Helpful + Great examples using Disney as a backdrop + Easy read + Relevant = 5-stars.

Since 2010, I have read this book 5 different times. Great lessons can be learned and implemented if you take everything in it seriously! Highly recommended.

Even though the focus here is on business, these lessons apply to anyone at any age if you want to wake up to effective living. Great advice throughout whether on how to choose a company to buy from or stepping up your own game in just dealing with people. Good emphasis on personal

responsibility. Recommended! Thank you.

Excellent book with many great and easy to implement ideas. Most of the ideas cross over to any business. I'm the principal at a high school and there has been a noticeable difference in the atmosphere at the school since the entire faculty and staff has read the book and started practicing some of the suggestions.

It's easy and enjoyable to read, with simple but powerful messages. My office used it in a planning retreat and it was a big hit. I find myself relating the take-away snippets "it's never not your job", "let the customer be wrong with dignity" "backstage vs on-stage" to my own experience with service providers and how I interact with my own clients.

Great book for beginners, or those who want to see the concepts in a different light. There is nothing in this book ground breaking but to see to see examples put into motion is nice. I work for a hospital in the human resources department and have been trailing the onstage vs backstage with some luck

Another book about what people can learn from the Disney Corporation, this time focusing on customer service. It goes without saying that people and companies can learn a lot from this book in advancing the idea of good service; too bad not enough will actually apply the techniques.

A very well-written and entertaining book for someone who is interested in making the organization they are working for the very best possible. The book offers 10 lessons that offer straight-forward advice to help improve any organization.

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