

**Workshop By the Disney Institute at NDIM**  
**5<sup>th</sup> September 2009**

New Delhi Institute of Management organized a workshop on ‘Quality Service’ and ‘Inspiring Creativity’ in association with the Global management Forum of India. The workshop was convened by some of the experts from the Disney Institute in Orlando, Florida. The workshop was about the unique Disney’s approach towards Creativity and Quality, and how any business grows to the epitome of success and beyond. It was indeed a great platform for the students of NDIM to interact with some of the highly renowned and experienced facilitators who helped the students understand various concepts and business models. The workshop was a great learning ground for the students and on various occasions, the essence and importance of team spirit was greatly highlighted. There were various fun activities initiated by the speakers during the workshop that broadly aimed at loads of learning.



The entire program was divided into sessions and covered vivid aspects of Creativity and Quality, through cute success stories within the Walt Disney World. The Facilitators brought along their rich experiences from various areas/roles of the Disney World and shared instances, which were truly wonderful and indicated the exceptional Disney ways of Managing for Success. They shared the rich history of the Walt Disney World, how the company began despite various hindrances, the set-up of the first Theme Park, creation of Mickey Mouse and subsequently, its creation of eleven theme parks across the Globe.

