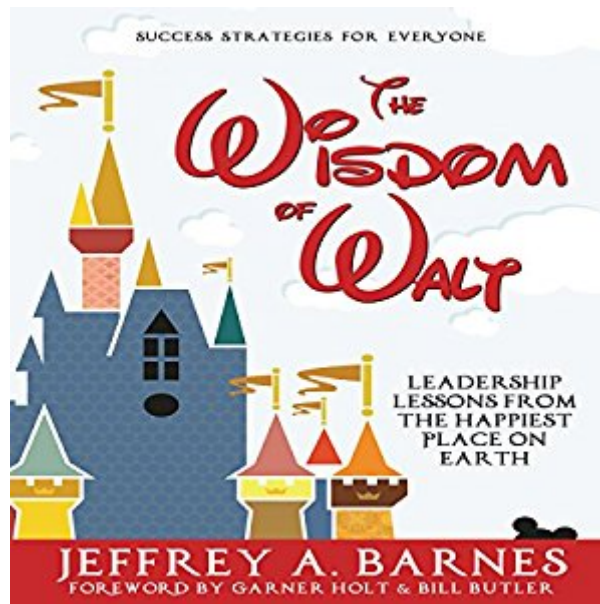


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# The Wisdom Of Walt: Leadership Lessons From The Happiest Place On Earth



## Synopsis

Put Walt to Work for You How do you go from dreaming of a theme park to building one? Walt Disney laid the blueprint. Learn how he did it, and how his wisdom can guide you toward achieving the things that you dream of. The experts told Walt it'd never work. A giant theme park, where parents and children could play together? Crazy! So Walt put all of his money into this crazy dream of his. He put his reputation on the line. Anyone else would have quit, discouraged and disillusioned, but Walt built Disneyland. How did he go from dreaming to doing? And how can you do the same, no matter what your goal? In *The Wisdom of Walt*, Professor Jeffrey Barnes distills Walt Disney's vision, his knowledge, and his methods into a series of actionable lessons. Through historical vignettes about Disneyland, as well as plentiful examples and exercises, Barnes creates a framework through which you can apply Walt's wisdom to improve your career, your company, and your life. Learn to: Listen to your "Walter ego" and start trusting yourself Go "beyond the berm" with the secrets of Disneyland's success Make a "Main Street impression" on everyone you meet Create "E-ticket experiences" that keep them coming back for more WITH THE WISDOM OF WALT, YOUR SUCCESS IS JUST A DREAM AWAY!

## Book Information

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## Customer Reviews

I am not one to leave reviews, but I wanted people to know how inspiring this book is. We all love Disneyland, the story of its beginnings, and the stories of Walt Disney and his dreams. But, like Walt Disney, we all face obstacles and challenges in our lives. Not to fear! "The Wisdom of Walt" is

here! This book is a fun read, packed with a punch! Be prepared to be intrigued, entertained and encouragedâ | you wonâ™t want to put the book down! If you have a dream, you will be inspired to take action and move forward to make your dream become a reality. Go with Jeffrey Barnes on this journey; let him be your âœtour guideâ • as he shows you âœThe Wisdom of Waltâ •. These pages are filled with encouraging words and viewpoints that will change your life. There is something for everyone here. You will relate to many, if not all, of his stories...you will laugh and you will cryâ | itâ™s just that good!

For those of us fortunate to live near Disneyland and experience it's magic, we are very blessed indeed. Dr. Barnes captures the essence of exactly what Walt Disney was trying to create--a true adventure from the moment you walk through the front entrance until you're hand stamped as you leave. From the start of chapter one, the book is a real page turner...each page a new adventure. I was inspired to dream big and realize that dreams really do come true!

Dr. Barnes teaches a college-level history course on Disneyland. This is not a distillation of that course. Rather, it is a business/self-help book, giving lessons from Walt Disney's life (but, yes, especially from his relationship with Disneyland) that can be applied - supposedly - to anyone's situation, to improve one's results and leadership qualities. So far so good. The lessons are a little ... how shall I put this? ... facile. He provides exercises (called "Souvenir Stops"; the whole book is structured as a sort of visit to a virtual Disneyland) that I didn't find terribly helpful. On the other hand, the anecdotes about Disney and Disneyland are fascinating, and I'd say I'd not heard a good 50-60% of them before; and some of those I had, Dr. Barnes brings out new details of which I was previously unaware. So I definitely enjoyed it. My enjoyment was somewhat spoiled by the f's -- or rather, the lack of them. I read the Kindle edition of this book, and about 35-40% of the letters "f" were elided from the text, making it at times rather hard to read. Kindle books need better proofreading than this!

I received this book in the mail today. I read it cover to cover today. The design of Disneyland, the history, the legend, takes second place to the heart of the book, although integral (and quite fascinating) to the outcome of one's life, not just Walt's. For me, it was a "going home" experience. Perhaps it is because I am a Disney junkie, so to speak. Perhaps it is because of my ties to Walt Disney through the efforts of my dad. Before I was born, my dad sent Walt several cartoons he had drawn. Walt invited my dad to California to become a cartoonist/ animator for him. My dad declined

the invitation because he didn't want to take my mother away from her family here in Missouri. I heard the story, read the letter from Walt, then felt the lump in my throat knowing he gave up his future for my mother. But my dad succeeded in other areas of his life. He had the Disney vision. I have said time and again, that business - corporations as well as mom and pops - should look toward Disney for guidance. It is attention to detail, creating magic, respect. The book that Jeff (first name, like Walt, okay?) created not only lays out step by step the Disney process, the failures and triumphs, for a business, but more importantly for individual success. I will be 60 years old in just a few days. I raised 3 children, then began to help raise grandchildren. I lost sight of me for so many years that by the time I could breathe again, I realized I had never become what I thought I wanted to be at one time: a nurse. Further inspection of myself revealed I could not stop at being a nurse, I would want to be a doctor. But I am about to be 60! Jeff has created in me the knowledge that I can still pursue that goal, that dream. I can succeed. Walt didn't let anyone obstruct his visions. I appreciate that tenacity. If I dream it I can do it.

I loved this book! I mean come on, who doesn't love Disney and Disneyland? I still make sure to go to Disney World once a year and even had my bachelorette there :) So combining a place I love with inspirational lessons? I was hooked from the opening page. I'm not usually one to read self-help/inspirational books. I usually read for pure enjoyment. But this didn't read like a self-help book. It's full of stories and Disney quotes that illustrate each chapter's point in a fun way. And it inspired me to do something I haven't done since I graduated college - I've made a commitment to start writing 15 minutes a day as it makes me happy to do so and I've always wanted to write more.

I couldn't put it down! The Wisdom of Walt has a witty and friendly style of writing that makes this beautiful hardcover book incredibly enjoyable to read. But it's not just the hilarious stories and interesting facts that make this book the best book on Disneyland. What makes this the best is that you'll come out at the end of it a dreamer, just like Walt! A word of warning though: you'll definitely want to go to Disneyland after you read this.

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