

# How Great Leaders Achieve Commitment

Commitment What People Feel!  
Loyalty What People Do!

## Great Leaders Create a Healthy Work Environment and Build Strong Relationships With Their Cast Members.

### Here's What You Can Do To Accomplish This:

- ❑ Use your leadership role, level, and authority to create the right environment.
- ❑ Have more engagement and get to know your Cast Members.
- ❑ Ask your Cast Members questions and their opinions.
- ❑ Involve your Cast Members in decision making.
- ❑ Make your Cast Members feel special.
- ❑ Treat your Cast Members as individuals.
- ❑ Respect your Cast Members.
- ❑ Make your Cast Members more knowledgeable—help develop them.
- ❑ Make your Cast Members feel appreciated.
- ❑ Clear hurdles so your Cast Members can do their best work.
- ❑ Get your organization structure right!
- ❑ Hire and promote the right people for the right role.
- ❑ Provide opportunities for your Cast Members to learn and to demonstrate business fundamentals mastery.
- ❑ Help your Cast Members understand how to:
  - ❑ Make dramatic leaps in Guest service.
  - ❑ Implement effective, structured processes.
  - ❑ Explore, probe, and know what's going on in the organization.
  - ❑ Observe and react to the performance of their direct reports.
  - ❑ Expand your Cast Members' knowledge, experiences, and expertise.
  - ❑ Partner effectively and successfully.
  - ❑ Demonstrate a passionate and professional commitment.
- ❑ Be consistent as a leader.
- ❑ Be a role model.
- ❑ Be available to your Cast Members.
- ❑ Most of all, care about your Cast Members.

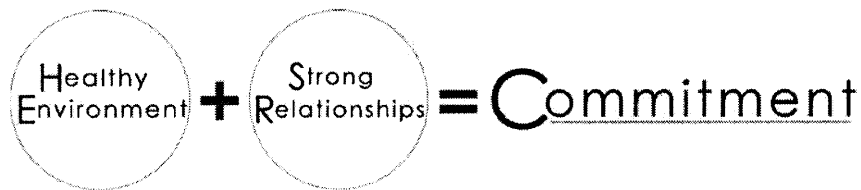
If you are able to accomplish 80 percent or more of the items listed above, you are on your way to developing commitment among your Cast Members.

*"Leadership implies a strong faith or belief in something. It may be a cause, an institution, a political or business operation in which a man takes active direction by virtue of his faith and self-assurance. And, of course, leadership means a group, large or small, which is willing to entrust such authority to a man-or a woman-in judgment, wisdom, personal appeal, and proven competence." . . . Walt Disney*



# Remember, Committed Cast Members...

- Stay with you during the difficult times!
- Stay longer with our Company.
- Give more of themselves . . . and give better service.
- Demonstrate a willingness to try new ways of doing things!
- Have a positive attitude . . . they care!
- Believe in our Vision statement.
- Understand their Purpose and Role!



If you would like to learn more about commitment and loyalty, review these topics under MSD Resources, located on the Home tab of the *Walt Disney World*® Cast Portal under The Main Street Diary.

## **Disney Great Leader Strategies – An Explanation of Tactics**

Coming Soon: Disney Great Leader Strategies – An Explanation of Tactics on CD and audiocassette.

## **Why We Do What We Do . . . and How We Do What We Do!**

Special Edition of The Main Street Diary, February 25, 2001

**Five Steps in the “Levels of Freedom”**  
**Career Development: Do It Your Way**  
**Time Management/Life Management**  
**Cast Excellence Process: Four-Part Series**  
**DisneyHand Series**  
**Great Service Fanatic Series**  
**Decision-Making Series**  
**Balance**

## **Resources**

*Commitment-Led Marketing* by Jan Hofmeyr and Butch Rice

Other great resources on today's topics are available at the Disney Learning Centers.

*"I'd like to add one thought to the subject of success . . . We share to a large extent one another's fate. We help create those circumstances which favor or challenge us in meeting our objectives and realizing our dreams. There is great comfort and inspiration in this feeling of close human relationships and its bearing on our mutual fortunes—a powerful force to overcome the 'tough breaks' which are certain to come to most of us from time to time." . . . Walt Disney*