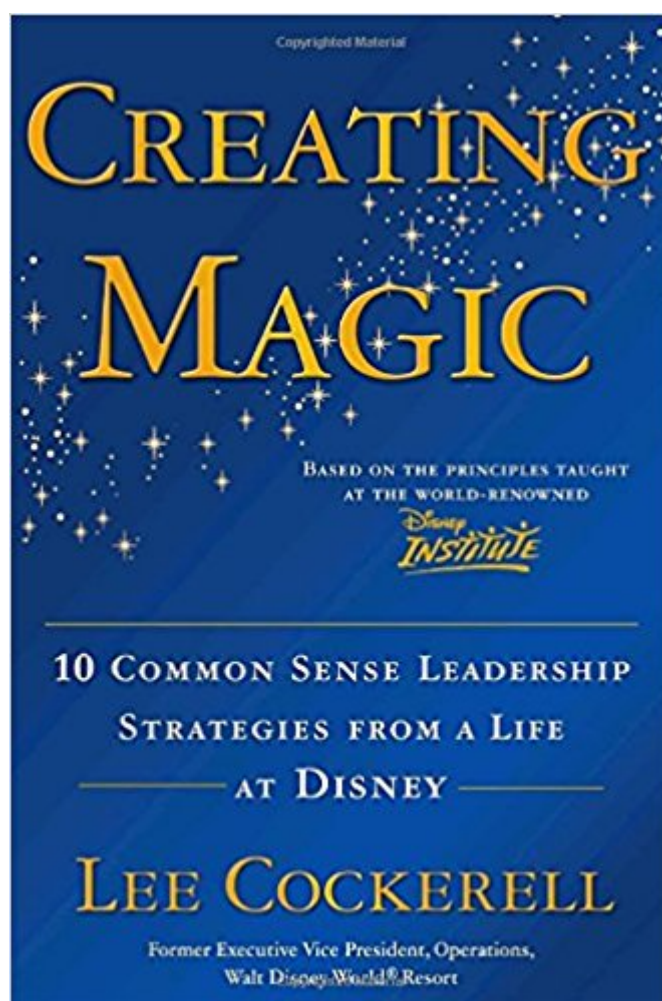


The book was found

Creating Magic: 10 Common Sense Leadership Strategies From A Life At Disney



Synopsis

It's not the magic that makes it work; it's the way we work that makes it magic. The secret for creating "magic" in our careers, our organizations, and our lives is simple: outstanding leadership—the kind that inspires employees, delights customers, and achieves extraordinary business results. No one knows more about this kind of leadership than Lee Cockerell, the man who ran Walt Disney World's® Resort operations for over a decade. And in *Creating Magic*, he shares the leadership principles that not only guided his own journey from a poor farm boy in Oklahoma to the head of operations for a multibillion dollar enterprise, but that also soon came to form the cultural bedrock of the world's number one vacation destination. But as Lee demonstrates, great leadership isn't about mastering impossibly complex management theories. We can all become outstanding leaders by following the ten practical, common sense strategies outlined in this remarkable book. As straightforward as they are profound, these leadership lessons include: Everyone is important. Make your people your brand. Burn the free fuel: appreciation, recognition, and encouragement. Give people a purpose, not just a job. Combining surprising business wisdom with insightful and entertaining stories from Lee's four decades on the front lines of some of the world's best-run companies, *Creating Magic* shows all of us—from small business owners to managers at every level—how to become better leaders by infusing quality, character, courage, enthusiasm, and integrity into our workplace and into our lives.

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Customer Reviews

On his way up the career ladder to become Executive Vice President of Operations at Walt Disney World Resort, Cockerell freely admits he was such an autocratic young hotel and restaurant manager that he was hit over the head with a beer bottle by an employee he'd treated poorly. This and other incidents (including a bashing with a clipboard) convinced Cockerell to study leadership, which he proceeded to do with gusto throughout his stellar career, ultimately creating the Disney Great Leaders strategies. The author's engaging storytelling brings life and infectious energy to this entertaining and inspiring book, which outlines the processes and rationale behind Disney's employee-driven ethos. Each chapter expounds on the Disney Formula for Success, which Cockerell sums up as "great leadership leads to employee excellence, which leads to customer satisfaction and strong business results." Cockerell's willingness to use his management gaffes as examples not only makes him a likeable narrator but also a credible leader, offering up a mesmerizing view of a career devoted to excellence in customer service, employee empowerment, organizational improvement and responsive leadership. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

"Shows the magic in leadership and the leadership in magic! Read this book!"—Marshall Goldsmith, New York Times best-selling author of *What Got You Here Won't Get You There*, winner of the Harold Longman Award for Business Book of the Year. "In *Creating Magic*, Lee Cockerell delivers his ideas about leadership in a common sense way that can really reach people and help them improve their effectiveness at work, at home, and in their communities. His valuable leadership strategies and remarkable Disney stories will ring true for everyone who reads this book."—Ken Blanchard, coauthor of *The One Minute Manager* and *The One Minute Entrepreneur* "Elegant in its simplicity and practicality, Lee has distilled many powerful leadership strategies into the lessons many of us learned as children. They are no less relevant to our working lives. At its core, *Creating Magic* is a collection of stories that reminds us to demonstrate care and respect for every member of the team and to focus our efforts not on ourselves but on the people we lead."—George Bodenheimer, President, ESPN, Inc and ABC Sports "Lee's common sense principles and down to earth storytelling is refreshing. His book will help leaders and managers at all levels become better in all parts of their lives."—Lee Huebner, Director of the School of Media and Public Affairs, Georgetown University. "*Creating Magic* transcends the leadership business-speak so prevalent in modern day motivational tomes and offers a real approach to sensible and practical

strategies culled from the experience of a lifetime spent in pursuit of leadership excellence.!" -Ted J. Kleisner, President and Chief Executive Officer, Hershey Entertainment & Resorts Company

"Disney is one of the world's prime exemplars of service having pioneered and implemented much of what is today seen as best practice in service management. Lee Cockerell has played a major role in this. For those wishing to learn how Disney has achieved its reputation for service, this will be a book to read." -Chris Voss, Professor of Operations and Technology Management, London Business School

"In the hospitality industry, people are our most important asset. No one understands how to develop this asset better than Lee Cockerell who clearly articulates in *Creating Magic* how leadership environments that are committed to achieving excellence through lifelong learning, continually honing our professional competence, maintaining personal control, and rewarding behaviors that recognize the personal worth and reinforce the professional accomplishments of our fellow team members will create a culture of shared vision, trust and a "can do" sense of individual empowerment. The result: pure Magic. Lee's 10 Common Sense Leadership Strategies will contribute much to the success of any endeavor." -Dieter Huckestein, past President - American Hotel & Lodging Association, Chairman of Conrad Hotels and President - Hotel Operations, Hilton Hotels Corporation (retired).

"Lee is a powerhouse when it comes to developing and inspiring leadership in front line employees and managers. During my years working with him at Disney and in all of my senior management positions since, I have used his leadership philosophies to successfully develop effective leaders and cultivate business environments focused on service excellence. *Creating Disney Magic* will be a must-read for anyone who wants to make a positive organizational difference built on highly engaged employees delivering exceptional service." -Karl McDonnell, President & Chief Operating Officer, Strayer Education, Inc.

"Lee Cockerell created a distinctly unique service culture at Disney World. Essential to fulfilling this strategy is a complete understanding of the nature of leadership which Lee spells out in his book. Managing is not enough. It takes leadership to create excellence. The formula is not limited to the hospitality industry. It works for healthcare, manufacturing, transportation and education. It applies to the government, military, and not-for-profit ventures, as well as private industry. Those who practice these lessons, and participate in such organizations, live in a better world." - Martin K. Starr, Distinguished Professor Emeritus of Operations Management, Crummer Graduate School of Business, Rollins College

I felt like this was a good start for a leadership book. Every time I picked it up it gave me good ideas

on how to improve not just my leadership skills but also the communication between members of my team. I'm glad I read it. I think it is beneficial and worth having in everyone's library. The reason why I gave it 3 stars is because at times the chapters dragged on and were a bit repetitive and long. Otherwise nicely done.

This is a great book for several different groups. Leadership guru types and anyone who is thinking about leadership should read this book. It is a book about leadership and how it works in the real world with real-life examples. It is a book to read and understand, but also a book to re-read often. Many of the lessons need to be refreshed or you need to be reminded of them. This is a very accessible book and an easy read. It is also a great book if you want behind-the-scenes-info about Disney. It is not a book about Disney but many of the illustrations are from the author's time at Disney, or somehow connect to Disney. If you are interested in the company, or want to understand how and where the Disney Magic (no not the boat) comes from, this is the book to read. Many of the stories are heartwarming and charming. Finally, it is a great book for anyone who is thinking about leadership or going into a leadership role. It gives you a look at the "other side of the desk". Instead of fancy theories about leadership and what it takes to be a leader, the author gives simple outlines of what a leader needs in their toolkit to be successful. It takes away the mystery and provides very easy to follow advice for people who supervise one other person, to a CEO who supervises a whole company.

I have read several books on Disney and this is the best I have read about the behind the scenes leadership of Disney creating magic for her customers from all over the world!

We used this book as a template for a manager retreat. Everyone read it and we discussed at the retreat. Like many of these books there are too many anecdotes and it reads like a seminar, but there are so many good principles here that it was very helpful initiating group discussions. Disney has customer service and employee relations skills that everyone can learn from. If you have ever been to any Disney operation you will recognize the consistency and quality of their customer service. It isn't an accident.

Not fluff or recycled stuff that everyone already knows. Nor is it a magazine article expanded to make a book. The people-centered advice really works. And as others have mentioned, his use of real examples and experiences keep it a fun read. I recommend it.

Overall, Mr. Cockerell's book provides straightforward and common sense lessons for creating better companies, better employees, and a better you. I appreciate the frank and honest approach taken in the book. The author discusses his successes and failures evenly, even when his mistakes led to physical retribution from his employees! Considering the hospitality industry's complex operational and HR issues, I can appreciate his recommendations that are easily implementable yet powerful ways to improve a business. One issue I have with the book, while not directly relevant to the overall subject, is not discussing in enough detail the importance of developing a company's long-term strategy for success. Anecdotally, I have heard that Disney has a large number of fresh out of business school MBAs that are more concerned about short term profits and cost control than maintaining high quality standards and preserving long-term brand identity. I would be interested to get the author's reaction to this challenge, which he surely must have dealt with during Eisner's last years as CEO. While the author must consider his relationship with his former employer, it would have been interesting to get his reaction to a sore subject that many would argue has challenged the long-term success of Disney's brand. I hope Mr. Cockerell considers writing more life and business lessons in a future book. I will be among those to purchase a copy!

Entertaining and informative. Read by the author and the only annoying this is how he said the years i.e. 2001 as two-zero-zero-one

Lee Cockerell brings forth the magic in this useful management guide. His practiced approach from one of the top companies in the world demonstrates that great leadership comes from the top. This book gives insight to some great techniques for any business leader to use for their organization on how to manage people, concepts, and strategies from the top down. I found myself immersed in this book from start to finish, jotting down concepts that Cockerell points out and giving me ideas for my own company.

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