

Handout 1 - Mission and Vision Statement Disney

<http://panmore.com/walt-disney-company-mission-statement-vision-statement-analysis>

The Walt Disney Company's corporate **mission** statement is "***Using our portfolio of brands to differentiate our content, services and consumer products, we seek to develop the most creative, innovative and profitable entertainment experiences and related products in the world.***" Thus, Disney's mission statement has the following main factors:

1. Content, services, and consumer products
2. Develop the most creative, innovative and profitable
3. Entertainment experiences and related products in the world

The Walt Disney Company's corporate **vision** is "***to be one of the world's leading producers and providers of entertainment and information.***" This vision statement shows industry leadership targets for strategic management and provides an overview of the nature of the business. Disney's corporate vision statement has the following main factors:

1. World
2. Leading producers and providers
3. Entertainment and information

When You Wish Upon a Star - Disney Session

Handout 2 - Make some magic

Magic is real at camp - How do you establish it?

Magical moments - What can you make magical at camp?

Building a magical world- How do you use the space around you?

How to create a sensational experience? When does **Shabbat** start at camp?

The Build-up before the experience

How do you end the day? Fireworks, community, celebration

Backstage vs. actual show

Power of the moment - What are all the pieces you need? Elements that make it meaningful?

Be a child again - remember how amazing experiences as camper made you dream to become staff. Who do you want to be, who you are?