

LEARNING *the* DISNEY WAY

by TYLER MCNULTY



NAME: ERNESTO SALAS
ROLE: SENIOR FACILITATOR
LOCATION: DISNEY INSTITUTE
HOMETOWN: BRONX, NY
YEARS WITH COMPANY: 14



Disney is known the world over as a leader in the entertainment industry and is respected for its successful business philosophy and practices. Disney shares its knowledge and insights to success with other businesses interested in its business model through the Disney Institute, whose offices are located in Celebration, Florida.

Before starting as a senior facilitator at Disney Institute seven years ago, Ernesto was a Sales and Service leader at the Disney Reservation Center and a Traditions facilitator. Facilitating the initial onboarding course for Cast Members starting their Disney journey prepared him well for his current role.

“Before then I was less comfortable speaking in front of large groups, and now it’s my job,” Ernesto said. As a senior facilitator Ernesto shares Disney’s Approach to Leadership Excellence, Employee Engagement and Quality Service.

Some companies even send employees for a week of training in Orlando, which excites Ernesto. “When they come here, we get to take them into the theme parks so they can see our approach first-hand and how we implement the Four Keys every day.” However, if the company prefers it, Ernesto travels to their location, wherever it is in the world; as long as Disney Global Security considers it safe.

Disney Institute offers two different types of training. One is Disney Institute professional development courses at Disneyland or Walt Disney World. The other is advisory work, offering companies the opportunity to work one-on-one with Disney Institute Engagement Managers and Facilitators, who guide them in adapting the Disney Approach into their culture to reflect Disney’s recipe for success.

Whether a company comes to Florida or Ernesto and the Disney Institute goes to them, their job is the same – teaching the Disney Approach to other companies. “We don’t tell companies how to go about it, we are there to guide them.”

