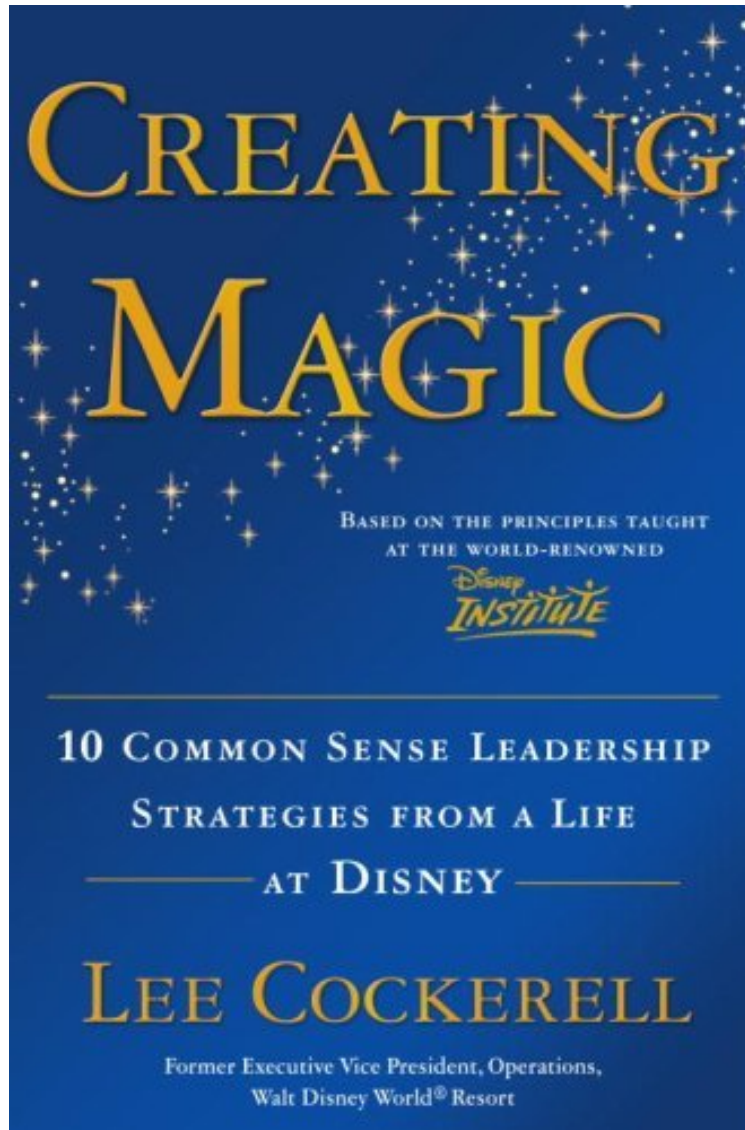


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## Creating Magic: 10 Common Sense Leadership Strategies from a Life at Disney

*Lee Cockerell*

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**Lee Cockerell : Creating Magic: 10 Common Sense Leadership Strategies from a Life at Disney** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Creating Magic: 10 Common Sense Leadership Strategies from a Life at Disney:

2 of 2 people found the following review helpful. Good Book By C. Evans 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. 1 of 1 people found the following review helpful. Great Book! Must read and re-read  
By Reviewinator 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. 0 of 0 people found the following review helpful. Great book. Gift it!  
By Cat H. Worth the read if you are any kind of leader. You can tell by this book the author knows a lot and is very professional. As I was reading this I was really tempted to recommend it for my bosses but they were easily provoked and lazy so I chickened out.

"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.

From Publishers Weekly 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 © 2005; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "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* "Lee's common sense principles and down to earth storytelling are 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 "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  
About the Author LEE COCKERELL was the Executive Vice President, Operations, for Walt Disney World for over ten years. He continues to speak and teach in leadership and professional development on behalf of the Disney Institute. A popular keynote speaker, he frequently addresses Fortune 500

corporations, government agencies, educational institutions, and nonprofits across the country. He lives in Orlando, Florida.