

Title	The Disney Way
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Brief Introduction	<div style="text-align: center;"> <h2 style="margin: 0;"><u>Foreword</u></h2> </div> <p>I can still remember the feeling of excitement that came over me every Sunday evening—the great anticipation of getting my grilled cheese sandwich and tomato soup on a TV tray and awaiting the start of my favorite show.</p> <p>Then, on the screen it would begin. The beautiful castle would appear, Tinker Bell would wave her wand and the “pixie dust” would drop, and the “Wonderful World of Disney” would begin. Wow! All those feelings come back like it was just last night. For me, that was over 40 years ago, but that feeling still excites me every time I have a Disney experience.</p> <p>What is the <i>magic</i>? Part of me wants to know, while the other part of me just wants to keep on experiencing it, like wanting and not wanting to know how a magic trick is performed. Bill and Lynn have cracked open the curtain so we can all have access to some of the insights into the Wonderful World of Disney.</p> <p>It was the Disney standard of imagination and engagement that inspired me so many years ago, and with that “pixie dust” in my heart I discovered the FISH! Philosophy, a group of daily practices that reflects the ideals Walt Disney shared with the world. Now, Bill and Lynn bring these ideals and practices into practical use, with something for any dreamer to use.</p> <p>We have all heard of the Disney secrets: customers are called “guests”; theme parks are called the “show”; and behind the scenes is called “backstage.” But the real magic that Bill and Lynn share with us is Walt’s underlying philosophy of “I dream, I test my dreams against my beliefs, I dare to take risks, and I execute my vision to make those dreams come true: Dream, Believe, Dare, Do.”</p>