



▶ **Course 1: How To Use Lessons from the Mouse**

**Chapter 1:** Challenge, Frustration, Fulfillment

**Chapter 2:** Filling the Gap

---

▶ **Course 2: Never Let “Backstage” Come “Onstage”**

**Chapter 1:** Behind the Magic

**Chapter 2:** What’s Onstage in Your Organization?

**Chapter 3:** Living the Philosophy

---

▶ **Course 3: What Time is the 3:00 Parade? Is Not a Stupid Question**

**Chapter 1:** Behind the Question

**Chapter 2:** What’s Your Customers’ Stupid (Not) Question?

**Chapter 3:** The Eyes and Ears of the Customer

---

▶ **Course 4: Little Wows Add Up**

**Chapter 1:** Making Dreams Come True

**Chapter 2:** What Wows Are You Creating?

**Chapter 3:** The How Behind The Wow

---

▶ **Course 5: Have Fun with the Job- No Matter How Miserable You Feel**

**Chapter 1:** When the Act Becomes Reality

**Chapter 2:** There’s a Small World Everywhere

**Chapter 3:** Finding Fun In Your Job

---

▶ **Course 6: Don’t Be a Customer Service Robot**

**Chapter 1:** Animated Service

**Chapter 2:** Robots Roam The Planet

**Chapter 3:** Be Animated Not Automated

---

▶ **Course 7: Pay Attention to the Details**

**Chapter 1:** Everything Speaks

**Chapter 2:** Embrace Everything Speaks

---

▶ **Course 8: Never Ever Say, “That’s Not My Job” - Don’t Even Think It!**

**Chapter 1:** Behind The Pride

**Chapter 2:** It’s Not My Job’s Cousin

**Chapter 3:** Whose Job Is It?

---

▶ **Course 9: Everyone Has a Customer**

**Chapter 1:** Cast Members Are Treated The Way they Are Expected to Treat Guests

**Chapter 2:** Everyone IS (and yes, has) a Customer

**Chapter 3:** Do Unto Others As You Want Done Unto You

---

▶ **Course 10: Figure Out What Ticks Off Your Customers**

**Chapter 1:** Do Something About It

**Chapter 2:** Figuring It Out

**Chapter 3:** Out of the Park

---

▶ **Course 11: Take Responsibility for Your Own Career**

**Chapter 1:** Ask and You Shall Receive

**Chapter 2:** Advancing Your Career

**Chapter 3:** Avoiding the 3 W’s

**Chapter 4:** Tips to Take Charge

---

▶ **Course 12: Conclusion**

**Chapter 1:** Putting the Lessons to Use

---

