

Disney's Mission & Vision:

Lead with Purpose, Spark, Imagination, and Create Magic!

What Are Disney's Mission & Vision?

"To entertain, inform,
and inspire through powerful storytelling."

"To be the world's leading creator
of entertainment and information."

How It Guides Success:

Creates clarity of direction
Keeps values consistent
Inspires trust, creativity, & connection

How You Can Craft Your Own:

Start with your "Why"
Define your core values
Write a simple mission (present-focused)
Write a bold vision (future-focused)
Live it out daily in actions & choices

Final Thoughts from London:

"Disney's magic isn't just in castles or characters—it's in purpose. When you define your why and lead with vision, you create something bigger than yourself—and that's where the magic begins."

