

Communication Is Key: Disney Leadership Lessons for Better Communication

An intentional leadership approach focused on creating clarity, listening effectively, setting expectations, and ensuring people understand both the direction and their role in achieving it.

Great leaders don't simply communicate information. They create understanding, build trust, and help people connect their work to a larger purpose.

How Disney Exemplifies Intentional Communication

From Walt Disney communicating a vision that others could see and help bring to life, to the storytelling, environments and Cast Member interactions found throughout Disney Parks, communication is built into the experience. Disney demonstrates that communication goes beyond words. What we say, how we say it, and the experience we create all matter.

How You Can Lead Like Disney

Communicate the Why
Create Clear Expectations
Listen Before Responding
Know Your Audience

Why It Matters

- ✓ Creates clarity and alignment
- ✓ Builds trust and understanding
- ✓ Strengthens collaboration
- ✓ Reduces confusion and misunderstandings
- ✓ Helps people connect their role to the bigger picture

Final Thoughts from London

"Communication isn't just about what you say. It's about whether people understand where you're going and know how they can help you get there."

