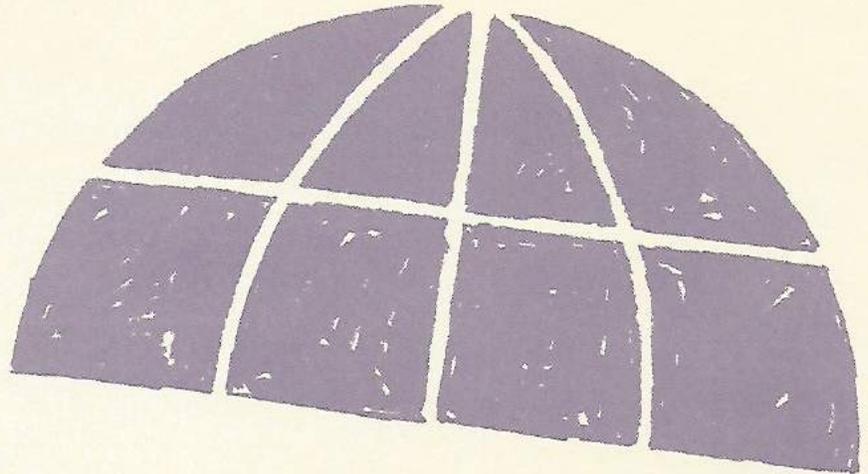


# Walt Disney & World & You



Robert Fyman



**May I  
personally  
welcome you  
to the exciting new  
Walt Disney  
World...**

I refer to "exciting" because that's the way it is. And you're right in the middle of the action.

Walt Disney World is more than the greatest venture in the history of the Disney organization. It is the biggest and boldest development of its kind in the world today.

Your work will not be all "fun" . . . as the word is generally used. There will be hard work and tense moments and confusion. As my brother Walt used to say, "If you do big things, you'll be sure to make some big mistakes."

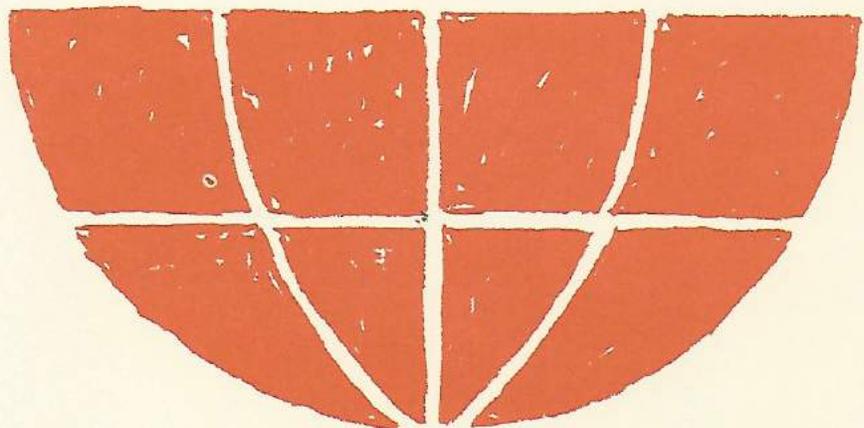
But, your role will contain all the elements of a full and adventuresome work life. You'll be doing new things . . . innovating . . . seeing your efforts blend with those of others to create something entirely new in the world's history.

The creation of this amazing new world is a gigantic team effort. It requires the skills of every craft . . . the knowledge of every profession . . . the efforts of every individual on the project.

I think one of the biggest things in life is to know how to get along with people. If we can learn that, we are going to have a much happier life. After all, that's what life is all about . . . living together in this rather confusing world. And that's our job at Walt Disney World . . . entertaining and handling people.

Here we'll tell you about Walt Disney World . . . and your important place in it.

*Ray D. Disney.*



# Your Exciting Walt Disney World

*"Almost at the very heart  
of America's number one vacation  
stage, Walt Disney World  
is creating a land of entertainment  
and recreation so vast in scope  
that it is already being called  
'the Vacation Kingdom  
of the World'."*

Walt Disney World is dedicated not only to how people play, but also to how they live and work.

In land area, the vast new Disney World encompasses approximately 27,400 acres . . . an area twice the size of Manhattan and about the same as the city of San Francisco.

"There's enough land here to hold all the ideas and plans we can possibly imagine," Walt Disney said about this land on which he would build his brave new world.

In the Master Plan for these 43 square miles Walt Disney incorporated the ideas and philosophies of a lifetime . . . with many acres to spare for the imagination of generations to come.

Long range, Walt Disney World will be a "living blueprint of the future," a fully operating community which will explore and test new ways for man to live with man in a world where expanding population and exploding technology have created a frontier of inter-personal living . . . rather than new space.

This grand design is called EPCOT . . . which stands for the "Experimental Prototype Community of Tomorrow." The plans for this dream community are on the drawing boards of Disney Imagineers and Architects of American Industrial Enterprises . . . plans which go beyond the year 2000.

The concept of the Community of the Future must have a beginning. At Walt Disney World it is a recreation oriented "Destination Resort." We call this "Phase One" or a "Five Year Master Plan."

The visitor will come to a "wet land" where the miracles of nature's own design are blended harmoniously with the latest technologies resulting from man's God given creativity.

Here a family on vacation will experience a series of different and unique adventures. They'll ride through the center of a hotel. . . steam across a lagoon . . . play golf. . . ping pong. . . swim. . . ride horses. . . walk. . . or maybe even just lie around and get ready for a return to the non-Disney world.

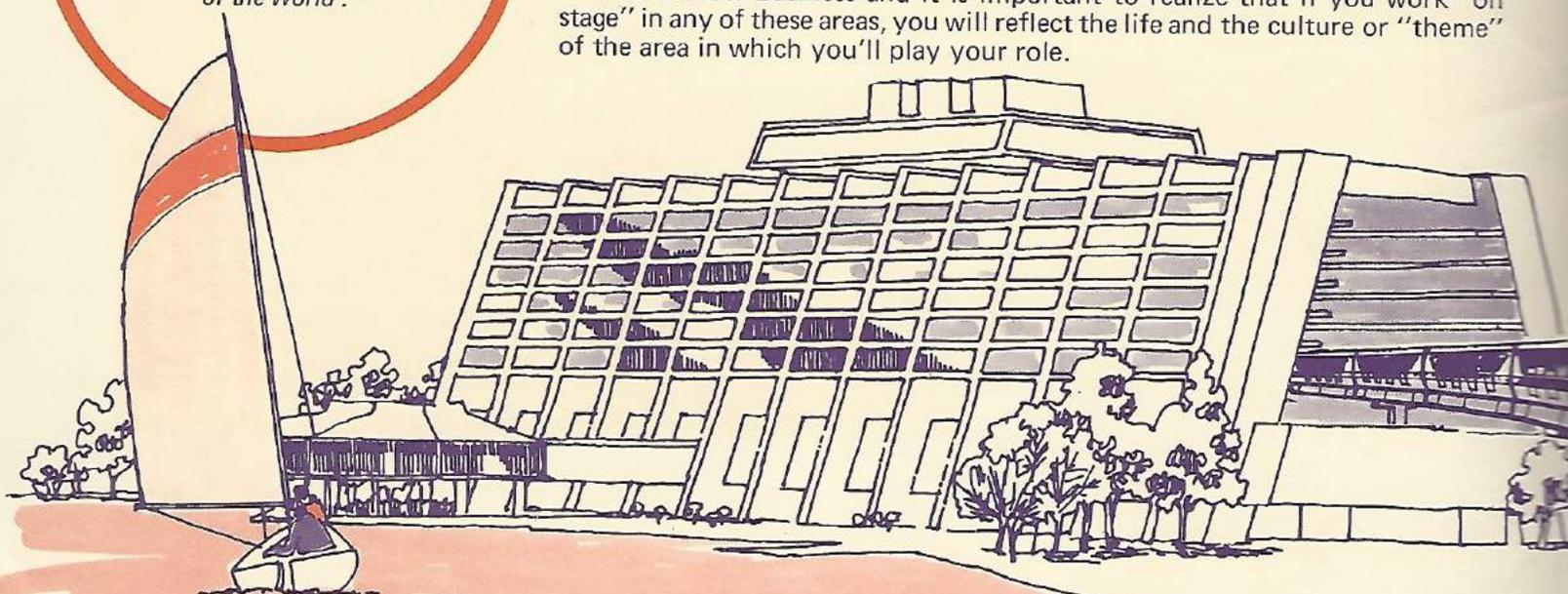
There will be things to see and things to do "for the fun-in-heart" of any age. "The Magic Kingdom" is the focal point around which the action will center. It is the most exciting adventure ever conceived by man and financed by a mouse . . . and you'll be right there . . . a part of this plan.

The Magic Kingdom is a spectacular "theme show." It uses some of the plans and techniques which have been successful at Disneyland in California . . . but moves ahead with refinements and "imagineering" which are totally new in the entertainment world.

The Magic Kingdom encompasses one complete stage with six thematic shows which depict specific people and places reflected by ADVENTURELAND. . . FRONTIERLAND. . . LIBERTY SQUARE. . . FANTASYLAND. . . MAIN STREET U.S.A. . . AND TOMORROWLAND.

The hotels are also theme designed. The Polynesian Village reflects the culture of the South Pacific, while the Contemporary Resort Hotel . . . incorporates the most modern concepts of the 1970 decade.

This is show business and it is important to realize that if you work "on stage" in any of these areas, you will reflect the life and the culture or "theme" of the area in which you'll play your role.



# *the Friendly People in Our Plan*



Walt Disney World begins and ends with people. It's a giant laboratory in interpersonal relationships.

The creative artists . . . engineers . . . designers . . . architects . . . builders . . . planners and artisans of every type, are creating a new world from brick and mortar, combining the most modern miracles of this electronic age.

And yet, their every effort is performed with one element in mind . . . the human element . . . the people for whom this new world has been created.

One thing we all search for when we enter a new neighborhood . . . strange school . . . or different city, is a friendly face . . . a helpful, warm person. When a person comes to visit Walt Disney World, he will be received by many friendly people. One of them will be YOU.

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## ***Our Guests . . . Our Hosts & Hostesses***

All people who visit Walt Disney World will do so as our invited guest. . . . We have invited them to enjoy this fabulous place.

They have not come as customers . . . an old fashioned, button shoe concept. They are, at best, shoppers . . . carefully planning where to spend their leisure time.

Our plan for hosting our guests is one that has been proven through the course of time. And hosting is what we all will do. For when you receive a guest . . . you are truly a host.

No matter what role you are cast for in Walt Disney World, a big part of your "script" will be that of hosting great numbers of people . . . providing fun and giving laughter to them . . . in their endeavor for happy relaxation . . . in a way known best at Disney.

We will have over 6,000 Hosts and Hostesses on opening day performing many different roles . . . from lodging in a luxurious hotel . . . to camping at Fort Wilderness . . . from selling a \$1,000 item . . . to maintaining a 50¢ light bulb . . . from operating a multi-million dollar monorail . . . to selling popcorn on Main Street.

All are an important part of our show . . . our plan for Hosting the Walt Disney World Guest. It is a team effort and we can lose the game if one player fails to respond.

It's our Disney Hospitality.

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## ***Walt Disney World Terms***

In any country . . . or new world, one must first learn to speak the native tongue, understand the local terms. Certain basic terms are important at Walt Disney World. We have already talked about the Guest and Host and Hostess relationship. Here are a few more.

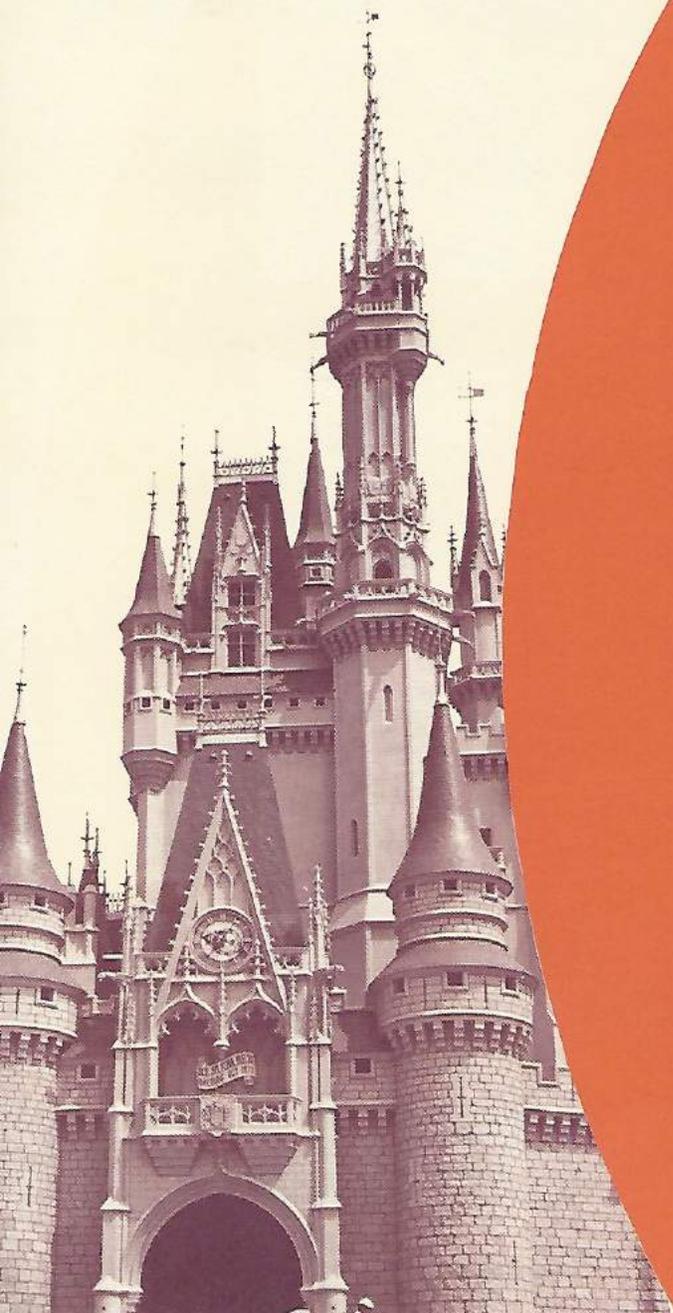
- We have "Security Hosts" . . . to protect personnel, property, and guests . . . not old time GUARDS or "Rent-A-Cops."
- We wear "Costumes" which have been designed for our roles . . . not "uniforms", as in the Army.
- We have "attractions" . . . not "rides" . . . and play our show to an "audience" . . . not "crowds."



# *the World and its Family*

Our six theme areas of the Magic Kingdom and two Destination Resorts are designed to project a mood . . . culture . . . period of history.

Although your own role in Walt Disney World will be thoroughly explained to you, you should also understand the importance of the work of the entire family which is essential to the production of our show.



## **Administration**

contains the organization men and women who coordinate and bring together the direction of our entire staff.

## **Vineland Agency, Inc.**

located in Orlando, Florida, is a general insurance agency, writing all forms of insurance and arranging mutual funds programs.

## **Employee Relations**

is the division which looks after all personnel functions for our giant cast. They are responsible for casting. . . personnel. . . records . . . compensation. . . relocation. . . benefit programs. . . and promote employee relations policies and activities that support each of us.

## **General Services**

is the group which provides a wide variety of essential services for all Divisions of Walt Disney World. Included in the functions are wardrobe. . . safety. . . warehousing. . . and the University of Walt Disney World.

## **Hotel Division**

is the group dedicated to the task of bringing the comforts of your home into our hotels, in the true Disney style and attention.

## **Merchandising**

is the specialized group which combines showmanship with showcasing. These specialists design, purchase and sell the many exciting souvenirs and other merchandising items within Walt Disney World.

## **Operations**

is the division which operates the many attractions which provide much of the entertainment in Walt Disney World. To a great extent they are story tellers helping to make the guests' experience come alive. In addition, this group includes all Security and Fire Prevention operations and our Guest Relations Hostesses.

## ***Buena Vista Construction Company***

is the subsidiary that is responsible for all corporate construction activities. It was established to complement the engineering and design capabilities of WED.

## ***Buena Vista Land Company***

is the subsidiary responsible for land development . . . master-planning the Hotel Plaza area around the Preview Center, and the City of Lake Buena Vista.

## ***Entertainment***

is the group which produces all special live shows and provides entertainment groups to supplement and complement this world renowned attraction.

## ***Finance***

is responsible for the business side of our particular brand of show business. They handle budgets, statistics, financial planning, and . . . important to each of us . . . our paychecks.

## ***Food***

is the group that makes sure a hungry guest remains a happy guest. Our food specialists and culinary artists prepare a wide variety of tasty foods themed to the show and provide our audience with a pleasant experience in dining.

## ***Industry Sales***

is that group which coordinates the activities of the great companies in American business and industry who have joined us in creating happiness for our world public.

## ***Facilities Division***

is the group of specialists which combines the highest degree of technical skills which are as new as tomorrow and as old as yesterday. They make certain that the show is maintained to operate with safety, efficiency and cleanliness.

## ***Marketing***

is the communications and promotional group which keeps Walt Disney World before the world public. In addition, they coordinate special parties and handle group functions such as the Magic Kingdom Club.

## ***Reedy Creek Improvement District***

is the governmental agency established by the state of Florida to carry on the county functions of zoning, development of public works, establishing building codes, and the like.

## ***United States Steel Company***

are the developers, builders and owners of our Walt Disney World Hotels . . . a new construction utilizing modular units.

## ***Vista Florida Telephone Company***

is a joint venture between the Disney organization and the Florida Telephone Company not only to establish quality telephone service to Walt Disney World but to be ever creative and innovative in trying new communications systems for a better tomorrow.

# *Practical Pointers for Pioneers*

"Walt Disney World will never be completed. It will grow and change . . . always moving forward, opening up new doors and doing new things, because we're curious . . . and curiosity keeps leading us down new paths."

And the same thing applies to essential policies . . . practices . . . procedures . . . job benefits and all that sort of thing. We'd love to get along with NO rules, but with our huge cast, we have to make sure that we are all playing from the same script.

And so, in this section we have listed in alphabetical order many of the "cues" that you need to know to make sure that our teamwork isn't handicapped by unnecessary misunderstandings.

You must realize that as we jointly pioneer this giant venture, there will be frequent changes. Whenever you have a question, please ask your supervisor for clarification.



There are two exceptions to the alphabetical listing.  
We know that you are interested in PAYDAY . . .  
and we are all concerned with the importance of PRESENTEEISM.

## **Payday**



We are all paid entertainers. . . .compensated for the hours we work from 8:00 AM Sunday to 8:00 AM the following Sunday. Payday is Thursday of every week for most of us. You'll be paid on Thursday for the hours you worked the prior week, up to and including the previous Saturday.

We don't "hold back" payment for the hours worked from Monday through Wednesday because we need the money. Even with the most modern computers, we need this time to transfer your time card into a paycheck.

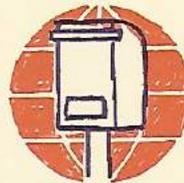
## **Presenteeism**



Our guests are expecting a show with a full cast. When you don't report for work it places an extra burden on your co-hosts and hostesses. We don't expect you to stagger in with a cold or some other illness. It's tough on you, and could infect others. But we do expect you to call your department prior to the beginning of a shift for which you will not be present.

When you call in, please tell us when you expect to be able to report for work, as well as the reason for your absence. The show must go on . . . and on time. Chronic absenteeism or tardiness makes it difficult for things to run smoothly. An excessive record of either is cause for dismissal.

## **Address . . . Keep Us Posted**



Due to a sudden manpower emergency, it may be necessary to reach you on short notice. It is, therefore, particularly important to keep your address and telephone number current. We

also want you to receive the numerous company publications and complimentary ticket books that are mailed home.

So please notify your Department Office or Personnel Services of any change in your name, address, or phone number.

## **Appearance . . . The Walt Disney World Look**



You have been cast to perform a specific role at Walt Disney World. When you "play a part," you have to "look the part." You'll probably be wearing a costume. It has been specifically designed . . . by the best designers . . . to fit the role you'll play.

When it comes to hair, makeup and that sort of thing, our cast members must follow specific standards which are important to the show. Here are some of the aspects of our Walt Disney World look:

### **Standards for Hostesses:**

- First, we ask that you wear your costume as it was designed . . . without any alterations of your own.
- Second, we are downright "picky" about what you put into the costume. We insist on a neat and natural look . . . without artificial airs. We're friendly, not phony.
- Baubles, bangles and beads are on the "out" list. A simple ring or wristwatch is OK, but please leave the crown jewels and dangling bracelets at home.
- For hostesses, a natural makeup is "in" while an excess of eyeliner . . . mascara . . . lipstick or perfume is "out."
- Hostess hairstyles should be "natural" and practical. If you prefer to wear it long, make certain that it is combed and away from the face, does not exceed 2 inches in height when groomed, and held in such a manner that it won't fall over your face when working. The only "in" hair accessory is a simple barrette or hair ribbon that matches the costume.

- Long fingernails are "out" (1/4 inch is maximum), and they should be well maintained. Clear nail polish is acceptable.

### **Standards for Hosts:**

We're living in an age of changing hairstyles for men. As the trends change from shoulder length to bald, we have our own Walt Disney World hairstyles.

- Hair is neatly tapered at the sides and back . . . with the height not exceeding one inch when groomed.
- Beards and moustaches are "out."
- Sideburns are on the conservative side, no farther down than mid ear.
- Black socks and black shoes are required for most host costumes.

When you leave our working stage, you can set your own standards. But, while at work, we ask that you be neat . . . be natural.

### **Complaints**



In an organization the size of Walt Disney World it is quite possible that you will have some problems or complaints. You are encouraged to express your complaints.

The first thing to do is to take your complaint to your immediate supervisor. If you don't feel that you get a satisfactory answer, then submit your complaint in writing. It will be his responsibility to correct the situation or give you an answer within 7 days. If you are still not satisfied with the solution, you may then take your complaint to the Employee Relations Manager in person or in writing. It will be up to him to provide an answer within 10 days. If you are still not satisfied, you may request the Director of Employee Relations to arrange a hearing before a special committee of Company executives.

Employees who are working under the terms of a Bargaining Agreement will be subject to the grievance procedure outlined in that Agreement.



### **Contagious Diseases**



To protect guests and fellow hosts and hostesses, you cannot come to work at Walt Disney World if you have a contagious disease, or if you may possibly be carrying one.

When you return to work, you must bring a physician's release to First Aid and secure a Release to Work form BEFORE reporting to your supervisor.

This applies, also, if you have been off work for one week or longer, due to an injury or non-contagious illness.

### **Costumes**

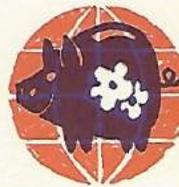


The costume you will wear plays an important part in creating the proper atmosphere at Walt Disney World.

Costumes are not to be worn outside Walt Disney World without the written permission of the Wardrobe Department. All costumes . . . after the first one . . . are on an exchange basis. You'll find your waiting time much less if you make costume exchanges at the end of your scheduled shift.

If your costume needs repair, or needs changing, or doesn't fit, tell Wardrobe. Broken buttons . . . hanging linings . . . coffee stains . . . don't fit into our fresh Walt Disney World show. Wardrobe will do its part; we ask that you do yours and look your best in the costume designed for your role. Remember, an integral part of your costume is your name tag.

### **Credit Union**



We all want to save and sometimes we need a loan. The Vista Federal Credit Union can help you with your financial planning. New employees may immediately start to save through payroll deductions. After six months of employment, you may apply for a loan if the need arises. Check with the Credit Union office on specifics.

## **Educational Reimbursement Plan**



After you've been on the payroll as a permanent employee for six months, we can help you get smarter.

Under this plan, you may apply for reimbursement for education courses which are directly related to the work you perform. Make sure you check this benefit with the University of Walt Disney World before you sign up for a class.

## **Equipment and Tools**



Company equipment and tools cannot be removed from Walt Disney World without written approval of the department manager.

## **Group Insurance**



Permanent employees participate in our Walt Disney World Group Insurance Plan. It is a good plan and Walt Disney World pays a substantial share of the premium cost and assumes the entire cost of administration.

Please check with Employment or our Group Insurance Office about coverage, your exact eligibility date, and premiums. You may pick up an explanatory booklet at the Group Insurance Office.

## **Holidays**



We do have seven paid holidays, which are: New Year's Day, Washington's Birthday, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, and Christmas Day.

Permanent employees are eligible for holiday pay after 30 days of continuous service, provided that they work their regularly scheduled shift prior to and immediately following the holiday.

## **Identification**



Before you start to work, you'll be photographed. Then you'll receive an identification card with a terrible likeness of yourself . . . and you must present this every time you come past a friendly Security Host at any entrance gate. You must never loan this card to anyone . . . for any reason.

## **Illness**



If you become ill at work, don't just die there on the job. See your supervisor and as necessary he will make arrangements for you to visit First Aid.

## **Leave of Absence**



A request for a Leave of Absence must be made through your supervisor.

If a Leave is for personal illness or injury and extends beyond 5 working days, you must bring a Physician's Release to First Aid and secure a Release to Work Form before reporting to your supervisor.

A Leave may also be granted for some compelling personal reason for a period not to exceed 30 calendar days.

## **Lunch... Dinner... Breakfast**



We don't have any factory lunch hours here. Your lunch hour may be somebody else's breakfast break. If you are scheduled to work more than six hours, your supervisor will establish an eating period of not

less than a half hour.

The host and hostess Cafeteria and various other delightful break areas have been designed for your dining pleasure.

### **Maternity**



A female employee who becomes pregnant must obtain a statement from her personal physician verifying her condition and that it is satisfactory for her to continue to work. This statement must be promptly filed at the First Aid Station.

### **Merit Increases**



Merit increases for hourly or office and clerical employees are based upon your ability to perform at a high level in your job, your attitude toward guests and fellow employees, attendance record, and various other factors reviewed periodically by your supervisor.

### **On-The-Job Injuries**



All work-incurred injuries, even small ones, must be promptly reported to First Aid. This is for your protection. If your injury requires the attention of a doctor, we insist that your first call be made to a doctor of our choice, and failure to do so may result in a reduction of the benefits which you might otherwise be entitled to receive.

### **Overtime Pay**



We believe time off for leisure is important. Thus, you will be asked to work overtime only when necessary. If you are hourly or office/

and clerical, you will receive overtime pay for work in excess of 40 hours a week or 8 hours a day.

Unless hourly or office and clerical employees are specifically authorized by their supervisor, they are not permitted to work overtime.

### **Parking**



Please help everyone by parking in your assigned lot.

### **Pension Plan**



Permanent employees are eligible for our Walt Disney World Pension Plan. This is another excellent benefit. Normally, you become eligible after a year's employment in which you work four calendar quarters of 350 hours each. Then both you and the Company contribute to your retirement. Pension information can be obtained at Personnel Services.

### **Personnel Classifications**



It takes all types of people to make Walt Disney World; and, if they exist, we have them. Here are the major classifications of personnel at Walt Disney World:

**Permanent** — Employment in an established job on a permanent basis for four (4) days per week and at least 20 hours per week.

#### **Casual**

- 1) Regular - Employment whereby an individual is regularly scheduled at least one (1) day per week, but less than four (4) days per week.
- 2) Temporary - Employment designed to accommodate a specific period of expanded activity: i.e., summer season, winter season, holidays.

## **Physical Examination**



For your own protection . . . and that of your fellow hosts and hostesses . . . you may be required to take a medical examination at the time of your employment and/or anytime during your employment at the Company's request.

## **Rainy Day Policy**



When it rains, Walt Disney World is kept open if at all possible. We feel a great obligation to our guests, many of whom have come many miles to see us.

If we must be closed, arrangements have been made to ease the burden of time lost by those employees who would be affected.

Office people are to report as usual unless specifically notified by their supervisor to not report.

Most operating and facilities departments have a standard rule that if it is raining, their people must call their departments before coming to work to ascertain whether they are to report for work or not.

## **Relatives and Friends**



If you enjoy your work at Walt Disney World, and have friends or relatives looking for work who you feel meet our qualifications, please direct them to our Casting Department which you may know as Employment. Husband and wife or other close relatives may work at Walt Disney World providing that their work areas are separated, one does not supervise the other, and no sensitive situation exists.

## **Rest Periods**



You will receive a ten-minute rest period as close to the midpoint of each half of an eight-hour shift as possible. At Walt Disney World, nobody is going to check your rest periods with a stopwatch, but please do not abuse the privilege.

## **Safety and Accident Prevention**



Accidents don't just happen; they are caused. Please take care. Watch your step. Don't take chances. Use all safety precautions and equipment.

Remember, guests are all involved in the magic of Walt Disney World. They aren't "watching their step" . . . and many foreign guests don't read English. They didn't pay to come here to read "caution" signs.

They depend upon US to protect THEM. So . . . never let the pressures of capacity stand in the way of guest safety. At Walt Disney World, safety ALWAYS comes first.

In case of any accident, phone our central First Aid Center and notify your supervisor.

## **Schedules . . . Hours of Work**



Your supervisor will schedule your work shift shortly after you are assigned to your role.

Our schedules must be made to fit the habit patterns of our guests. Many factors are involved. Your supervisor will try to be as fair as possible. But, remember, he is the Producer of his part of the show . . . and must see that the show goes on.

You are, by the way, expected to be at your work place . . . in costume . . . at the start of your schedule.





## **Security**



Our Security Department is concerned with protecting and serving both Walt Disney World hosts and hostesses and guests.

A Security Host is always available to assist you in handling problems which intrude upon the friendly atmosphere of family fun at Walt Disney World.

## **Service Awards**



Service Awards are given to permanent hosts and hostesses of Walt Disney World after one, five, ten, and fifteen years of continuous contribution to the Walt Disney World show.

## **Sick Leave**



All permanent employees begin earning sick leave hours the day that they begin to work. Your sick leave time is based on the number of straight time hours that you work from the date of your hire to the end of the calendar year in which you were hired, and for each successive calendar year thereafter.

## **Solicitations**



The circulation of petitions, distribution or posting of any material and the collection of money at Walt Disney World is prohibited unless prior approval is obtained from the Walt Disney World Operating Committee.

## **Stage Presence**



When "on stage" please never detract from your performance by chewing gum, slouching or chatting with other hosts and hostesses. Smoking or eating on duty is bad stage presence.

## **Taboos**



There are ten specific Taboos governing all members of the Walt Disney World cast. These are types of conduct which you cannot do even for the first time, and which may result in your immediate and automatic dismissal from the Walt Disney World cast.

1.

The guest may not always be right . . . but he's always our guest. You cannot insult, argue, be discourteous, or use profane language in the presence of a guest.

2.

Fighting at Walt Disney World, regardless of who provokes it, may result in automatic termination of both parties involved.

3.

Falsification of records, such as medical forms, time cards or employment applications.

4.

Using, being in possession of, or being under the influence of narcotics, intoxicants, drugs or hallucinatory agents during working hours or reporting for work under such conditions is not permitted."

5.

Conviction of, or plea of guilty to any morals charge, felony or misdemeanor other than minor traffic offenses.

6.

Violation of operating rules and procedures which may result in damage to Company property or in bodily injury to fellow host and hostess or guests.

7. Gambling, sleeping while on duty or willful insubordination.
8. Dishonesty or misconduct that is detrimental to the Company.
9. Continued violation of our grooming policy.
10. Extensive lack of presenteeism or failure to return from a leave or vacation.

## Telephones



Walt Disney World business phones are for official use only. When it is necessary for you to make an outside call, use one of the pay phones located backstage. Please ask your friends and family not to call you at Walt Disney World unless it is an emergency. In emergencies, your supervisor will notify you promptly.

## Time Clock and Time Cards



Please be sure to clock your time in and out each day you work. Do not have another employee clock your card for you under any circumstances. Notify your supervisor immediately if you cannot locate your card in the time rack. If you clock late or before your shift ends, your paycheck will reflect the time lost. You may not clock in prior to 30 minutes before your shift starts or clock out later than 30 minutes after your shift ends.

You must clock out if you leave the Park during your working shift and clock in when you return to work. This is not necessary if you leave on authorized company business.

As the saying goes, don't "fold, bend or mutilate" your time card. It's really the same thing as your paycheck.



## Transportation to Work



Having available, reliable transportation to and from work was an important factor in your selection for employment. It is a continuing responsibility on your part to maintain such reliable transportation.

## Trial Periods



You will be in a probationary status during your first 90 calendar days at Walt Disney World. This is to give you and Walt Disney World a chance to get acquainted and to determine whether or not we meet each other's expectations regarding employment.

## Vacation



\* All permanent employees begin earning vacation hours the day they begin to work. Your vacation time is based on the number of straight time hours that you work from the date of your hire to the end of the calendar year in which you were hired, and for each succeeding calendar year thereafter. New hosts and hostesses will normally earn two (2) weeks of vacation time by working each calendar year.

Because we believe "time off" is important for you, you must take your vacation within one (1) year after the calendar year in which you earned it, or you will lose it. You cannot work your vacation period and receive pay in lieu of taking the time off.

# *“Our Disney V.I.P. Plan.”*

In our world . . . where people make the difference . . . we have a plan for the care and courteous treatment of people. Our Disney V.I.P. Plan is a study of the human element and your relations with other people. Although we must know other skills, we must . . . fundamentally . . . be “people specialists.” You may already have studied Doctors Freud, Jung, and sixteen other psychologists. We’ll boil down the essentials of understanding people in this simple way.

## **1. ALL people want ATTENTION**

Every human being, from the babe in arms to the aging person in a rest home appreciates individual attention. Just like you, the person you serve wants to receive personalized attention. No human being likes to be treated as an anonymous part of a crowd. Wherever and whenever possible, give that personalized attention which means so much.

## **2. ALL people like to BELONG**

There is nothing worse than “feeling out of place.” At Walt Disney World, we do our best to make every person “feel at home.” We do this by giving the same . . . consistent . . . Walt Disney World reception to every person . . . rich or poor . . . tall or short . . . of any race, religion, color or shade of sport shirt.

## **3. Accept People as They ARE**

In your private life, we encourage you to live by your own opinions . . . prejudiced though they may be. But while serving as a host or hostess, it is important that you bury any built-in people prejudices, and accept people as they ARE.

## **4. Have A Sense of Humor**

Serving others can be frequently frustrating. And . . . in our world things can get rather crazy and mixed up at times. The most important thing you can develop is your sense of humor. If it will help, some philosophers suggest these contemplations.

He who laughs, lasts.

You’ve never laughed until you’ve had a good one . . . at yourself.



## **5. Have a Friendly Smile**

A friendly smile from your heart is a magic mirror which works miracles in your relationship with your guests. It's an essential discipline of show business that we smile . . . in spite of our own problems. One can't create happiness with a frown. Brush up your sense of humor . . . look for the funny side of any situation. Use the magic mirror of your smile to reflect the happiness we produce.

## **6. Use Friendly Phrases**

"Please" and "thank you" are phrases which "smile" all by themselves when said. There's a wonderful assortment of words which, when pleasantly spoken, make people want to do what you want them to do. And . . . "It's been my pleasure" is the proper reply when a guest thanks you, because his thanks means you're properly playing your role.

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**If you can practice our  
Disney ways, you'll find  
that your work will be fun, while you are  
producing fun and happiness for others.**

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*Good Luck  
in Your  
Exciting  
New Life  
with...*

Walt  Disney  
World

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**"With the technical know-how  
of American industry and the creative  
imagination of the Disney organization,  
I'm confident we can build a living showcase  
that more people will talk about and come  
to look at than any other area in the world."**

**WALT DISNEY**

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Walt Disney spoke these words during a press conference in which the concept of Walt Disney World was announced to the nation and the world.

He also pointed out that "you can dream, create, design and build the most wonderful place in the world . . . but it requires people to make the dream a reality."

You are one of those early pioneers who will do your part in making the Walt Disney World dream a major milestone in the world's history of man's continuous "pursuit of happiness."

