How Does Disney Do That?
9 1/2 Lessons Learned with Disney

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1   **IF DISNEY DIDN'T EXIST, WE'D NEED TO CREATE IT**. Disney fulfills a need for us to let go of our worries, feel a sense of belonging, and believe in magic.

2   **AS CHILDREN, DISNEY HELPS US GROW UP. AS ADULTS, DISNEY ALSO HELPS US GROW BACK DOWN AGAIN.** Both matter.

3   **TO REALIZE HOW SMALL THE WORLD REALLY IS, STAND IN LINE AT A DISNEY PARK AND LISTEN AS FAMILIES FROM AROUND THE GLOBE DEAL WITH THE SAME THINGS, JUST IN DIFFERENT LANGUAGES.** Like keeping impatient siblings from poking each other.

4   **BELIEF OFTEN STARTS WITH THE SUSPENSION OF DISBELIEF.** In other words, to get something new, we may need to first let something else go.

5   **DISNEY'S "WELCOME HOME" IS MORE THAN JUST WORDS.** To really get this, just ask any Disney fan how those two words make them feel. Then watch and listen.

6   **TO QUICKLY KNOW HOW DISNEY HELPS US DISCONNECT FROM OUR EVERYDAY "HURRY AND WORRY," COUNT THE NUMBER OF ADULTS NAPPING OR WEARING A CRAZY DISNEY HAT AT A DISNEY PARK.** Especially if it's a hot summer day and you're on a dark boat ride, wearing a hat with Goofy ears.

7   **THE APPEARANCE OF MICKEY MOUSE AT A DISNEY PARK OR ON A DISNEY CRUISE WILL INSTANTLY BRING A SMILE TO EVERYONE AROUND.** You just can't be in a bad mood when Mickey's there.

8   **AT DISNEY, EVERYTHING STARTS WITH STORY AND EVERY DETAIL HAS A STORY BEHIND IT.** If it doesn't, check your ticket—you're not at Disney!

9   **RECOGNIZING MAGIC WITH DISNEY HELPS US RECOGNIZE IT EVERYWHERE.** Sometimes, all it takes to notice the extraordinary is to look at the ordinary a little longer. Like suddenly seeing the "Hidden Mickey."

9 1/2   **DISNEY DOESN'T DO THINGS HALFWAY.** On *Spaceship Earth*, in the Renaissance section, there's a window near an artist's desk that opens onto a painted Italian street scene. If you look back as your "Time Machine" vehicle passes, you'll see that the scene extends well beyond what you would expect. How many people will look back? 1 out of a 100? That is Disney.