




# It's **All** in the **Details**


**Shift your thinking and discover  
your own brand of magic.**

**"There is no magic in the magic, it's  
all in the details."** — *Walt Disney*

*"A brand is a living entity - and it is enriched or undermined cumulatively over time,  
the product of a thousand small gestures." — Michael Eisner*

This dynamic and interactive keynote presentation will introduce our Guests to the simple secret that is . And while it may be simple in theory, it's not necessarily simple in execution.

It really is **all in the details** of everything you do.

Using time-tested classic  thinking, coupled with specific examples to show how an organization with a legendary brand consistently executes service each and every day, we'll inspire our Guests to consider how they can radically shift their thinking around their organizations and behavior. It's about being intentional, it's about people and it's about delivery.

When you feel the magic, you will now understand the methodology behind it.



# Master storytellers with pixie dust and passion.

## It all started with a mouse.



We make no bones about it. Everyone who works with **Onboard Oxygen Classroom** comes with Disney DNA. Each of us can trace our professional lineage back to a leader who worked directly with Walt himself.

In fact, we boast over 200 years collectively of Disney insight including concepts, strategies, and stories.

Simply put, we are classically trained Disney thinkers.

## Contact us.

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**Whatever you do, do it well.**

## Shift your thinking.

There are myriad keynote speakers available to you for your next conference or meeting. How are we different?

- First, we want to leave you feeling uncomfortable, yet inspired and motivated to create a change.
- We strive to help you find applicability to your day-to-day work and personal life.
- Our team hails from one of the finest entertainment companies and brands in the world, The Walt Disney Company, where many of us cut our teeth as young leaders and developed a sense of showmanship mixed with relevance. We get “edutainment.”

Everyone is looking for a compelling, audience-based session. We guarantee interaction, humor, connection, a classic “Walt” story or two, a little sweat, and a big payoff for your people.