

## DENNIS FRARE

Personal Quote: *Changing a corporate culture is a long and challenging process, and we all know it's human nature to resist change. It's been said, "To speed up a process, it's better the change a thousand things one percent than to change one thing a thousand percent."*

The Disney Institute is devoted to inspiring individuals and organizations to strive for excellence. The Disney Institute curriculum was built upon the principles which made Walt Disney and the company that bears his name world famous: Leadership, People Management, Customer Service, Customer and Employee Loyalty and of course, Creativity. One qualification required of every Disney Institute Facilitator is working experience as a leader in the Disney organization. Dennis Frare earned his place on the Disney Institute team by serving our Guests and Cast Members in a number of leadership positions, where he learned *the business behind the magic*.

Joining the Disney organization in 1978, his first role was as an Outdoor Recreation Host at Disney's Contemporary Resort. For Dennis, as for so many others, Walt Disney World became a *living laboratory* for studying the art of delivering legendary guest service.

By 1985 the passion for analyzing, understanding and teaching the Disney business principles became irresistible for him and Dennis joined the faculty of Disney's internal training department. Serving in several leadership roles within this part of the Human Resources division gave Dennis in-depth knowledge of the Disney way of hiring, training, nurturing and developing the diverse Disney Cast. One of his major achievements while at Disney University was the development of a program which utilizes active, front-line Cast Members to deliver Disney's new employee orientation program, *Traditions*. This practice of enlisting front-line Traditions Assistants was immediately successful, and is still in use today.

In 1987 Dennis was recruited to develop and manage the training department for a new Disney business, the chain of off-site Disney Stores. These retail outlets featuring Disney-branded merchandise and apparel were outposts of the brand located in communities across America and around the world requiring the same level of service as our theme parks and resorts. Dennis later worked with several of the company's most senior executives to introduce to the Walt Disney World culture a revolutionary system of leadership development and accountability called Performance Excellence.

Following a decade spent away from Disney as the owner/operator of a successful corporate training enterprise, Dennis yielded to the pull and returned to Disney in early 2007.

With a Bachelor of Arts degree in Recreation Management from State University of New York and certification as a DiSC personality Profile Systems instructor, Dennis Frare has been a Disney Cast Member for a total of 20 years.