

The Walt Disney Company

The Magical Formula



The Walt Disney Company is committed to producing unparalleled entertainment. Today, the company is divided into four major business segments: Studio Entertainment, Parks and Resorts, Consumer Products, and Media Networks. Each segment consists of integrated, well-connected businesses that operate together to maximise exposure and growth worldwide.

Although the Disney Institute provides professional development programmes in its own right, Linac was approached to help develop a Pan-European Return on Investment (ROI) framework, which would effectively measure the company's internal development programmes across the region.

Over a period of a few weeks Linac analysed current practices in detail, in order to develop a series of workshops, which would focus on the European Learning and Development team and build ROI capability quickly.

It was critical that the workshops were groundbreaking and that they successfully and rapidly transferred latest thinking into the team. Linac worked with the stakeholders to create a polished process for transferring the ROI framework and the learning back into the business, so value could be realised immediately.

A series of pragmatic workshops were designed and delivered. The European Learning and Development team mapped out the whole business in terms of opportunity to measure the impact of their learning interventions. The team then developed and rolled out detailed implementation plans, which achieved the effective evaluation of their critical learning interventions. They were also able to develop a robust process to devolve the responsibility for future measurement into the business, ensuring the process was sustainable long term.

Linac is a recognised leader on return on investment from training, which is why Walt Disney engaged Linac. All in all it was a magical experience, and the whole programme received fantastic feedback. Since the programme Walt Disney continue to use Linac frequently.





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...And here is the great feedback that we got!

"The training delivered was customised to our needs and of high quality. In a complex business such as ours, it gave us the outputs we wanted. I will definitely be working with Linac again."

Lisa Gray

European Learning & Development Manager, The Walt Disney Company

Call Linac today to find out how we can help you to get the best out of your ROI training

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