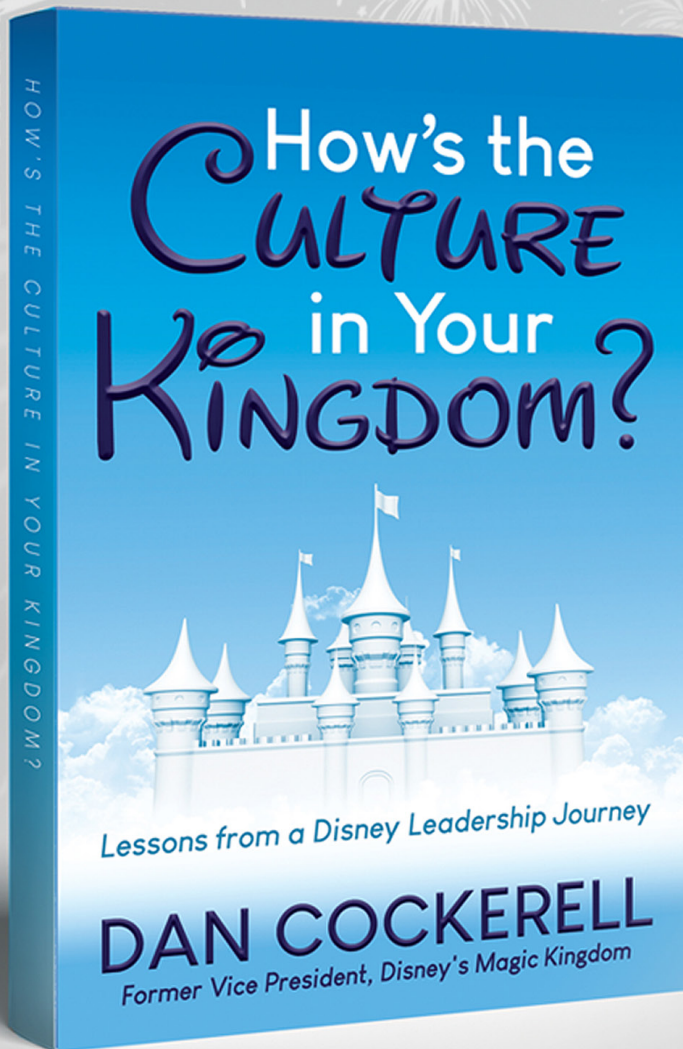


DAN COCKERELL
MEDIA KIT



WHAT TO KNOW TO SOUND LIKE YOU'VE READ THE BOOK

"How's the Culture in Your Kingdom?" was written for people who live in the real world with real issues and real pulls on their time. We all operate in several "bubbles," or kingdoms of sorts: in our personal lives, in our leadership roles at work, and in our organizations at large.

The first step in becoming a successful leader in all of those bubbles is to remember that we don't have separate personal and professional lives. We have one life, which we should address holistically. "How's the Culture in Your Kingdom?" walks through this comprehensive approach and conveys the value of moral and mental fitness, organizational vision, and everything in between.

Dan Cockerell uses his experience from a 26-year career with The Walt Disney Company to teach us why effective leadership and an organization's culture are so important. Dan walks step-by-step through the process of putting ourselves on track to be exceptional leaders by learning how to lead ourselves, how to lead a team, how to lead an organization, and how to lead change.

"How's the Culture in Your Kingdom?" draws from life lessons Dan has learned as a leader, a student, a teacher, a parent, and a traveler. This wisdom has culminated into one big realization: self-leadership is paramount to any team or organizational leadership.



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ABOUT THE AUTHOR:

During an extensive career at The Walt Disney Company that spanned 19 different positions, including vice president of Magic Kingdom® Theme Park, Dan Cockerell experienced many trials and tribulations that influenced his desire to help other leaders. After 26 years, Dan retired to start a consulting and speaking business with his wife, Valerie. He now teaches business leaders how to be more malleable, adaptable, and innovative, so they can let the sun shine in their organization's culture.

WHAT YOU'LL LEARN FROM "HOW'S THE CULTURE IN YOUR KINGDOM?"

Our world is full of overworked, stressed-out, unfit leaders whose health is at a tipping point. Leading a team and an organization requires a great deal of stamina. Yet, we seldom acknowledge the fact that success can't happen if we aren't "fit to lead."

Diversity of talent is necessary for any business. It takes an assortment of strengths to be successful, and a great leader must have the ability to identify and recognize everyone's talent.

Where Disney and other successful companies clearly stand out from the rest of the pack is that they demonstrate the will to always get better. They consistently improve upon an already top-performing organization while setting a new vision and new goals for employees.

Your work environment reflects the quality of the relationships you maintain with your team; better yet, relationships are the foundation of your organization's culture.

INTERVIEW QUESTIONS

1.

What leadership competencies do you think were essential to your success at Disney?

2.

You begin the book by addressing the importance of leading self. Why did you want to start with that?

3.

How do you balance being accessible and approachable while maintaining a sense of authority with your direct reports?

4.

As a leader, how do you know when it's the right time for change?

5.

What changes as you grow from leading a team to leading an organization?





INTERVIEW TOPICS

Maintaining Diversity While Finding People Who Fit the Culture of Your Organization and Share the Same Values

Surrounding yourself with “yes-men” who share the same experience and background as you can be unproductive and result in confirmation bias. It can be hard to find people who live in the sweet spot of having unique skills and competencies while also sharing the personal and professional traits needed in an organization.

Delivering Bad News at the “Happiest Place on Earth”

The Walt Disney Company strives to deliver magic to its guests and its cast members. How do you maintain this reputation while dealing with lackluster duties like enforcing safety, holding the guests and cast members accountable, and layoffs?

Being a “People Person”

Being a “people person” is essential to creating trusted relationships with your direct reports. Some people are born with that trait. However, if you’re not one of those innate extroverts, how do you train yourself to become one? What are some practices you should put in place?



NOTEWORTHY QUOTE

“With great relationships, there is trust. Where there is trust, there is empowerment. Where there is empowerment, there is ownership. Where there is ownership, there is motivation. Where there is motivation, there is creativity, and risk-taking, and problem-solving, and resilience, and, ultimately, success. This is what a great culture can do for your kingdom!”

—Dan Cockerell