



PEOPLE MANAGEMENT

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INTRODUCTION



The *WALT DISNEY* Company

1

CULTURE

2

ETHICAL STANCE

3

CONCLUSION



MISSION

To motivate, educate and entertain people all over the world.

Promoting the brand, inspiring creativity and innovation through storytelling, according to Wills (2019).



INTRODUCTION OF **CULTURE** MODEL

MCKINSEY'S 7S FRAMEWORK

The model has Seven key elements (50 Minutes, 2015).

STRATEGY

SYSTEMS

SKILLS

STRUCTURE

SHARED VALUES

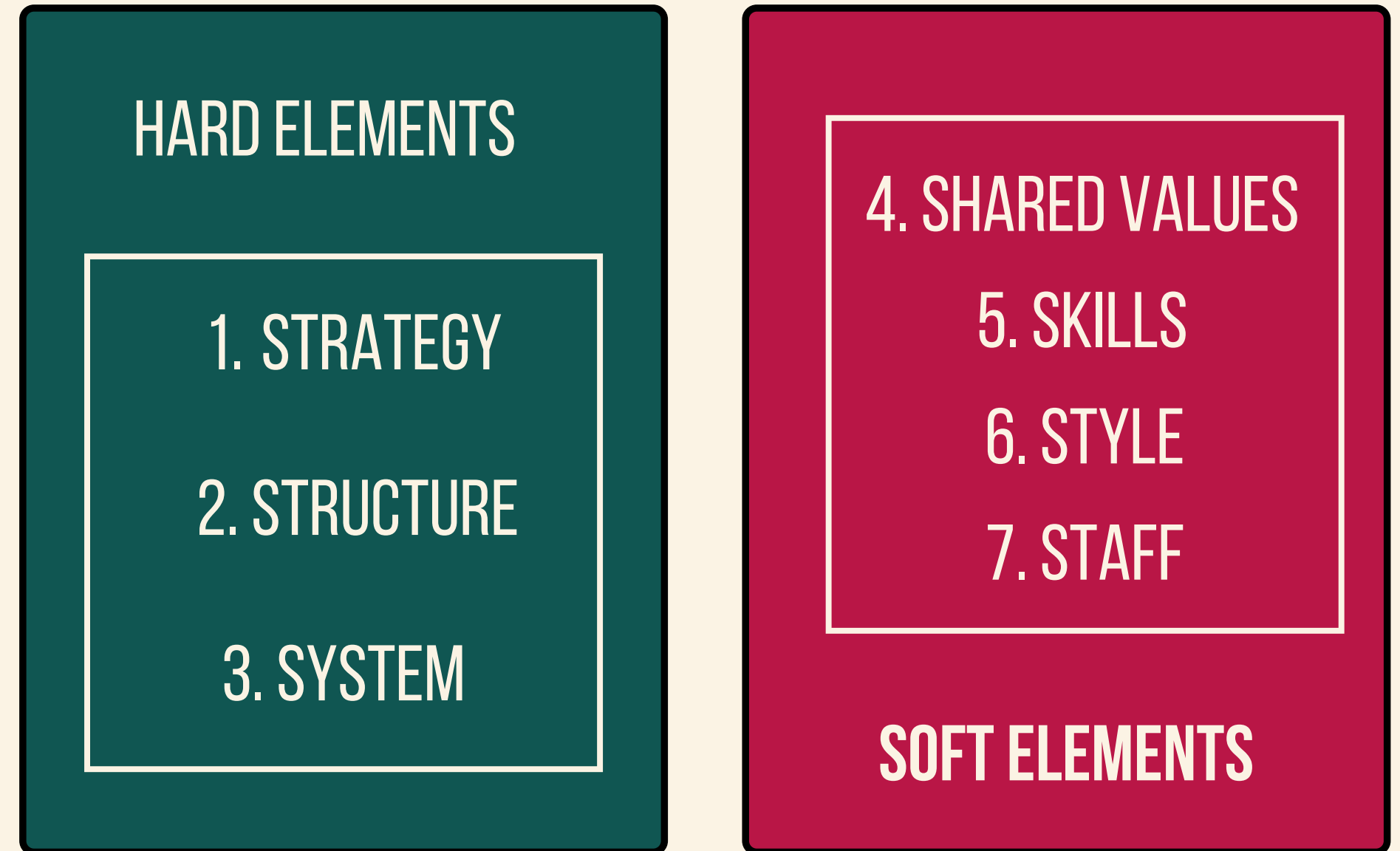
STYLE

STAFF

THE MCKINSEY 7S MODEL'S

NATURE OF ELEMENTS

(Jurevicius & Nami, 2022)



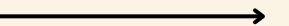


1

STRATEGY OF DISNEY

- Clearly Defined
- Guiding Behavior for Goal Attainment
- Competitive Pressures
- Customer Demand Changing
- Promoting Flexibility and Adaptability

(Kassem and Ajmal, 2019).



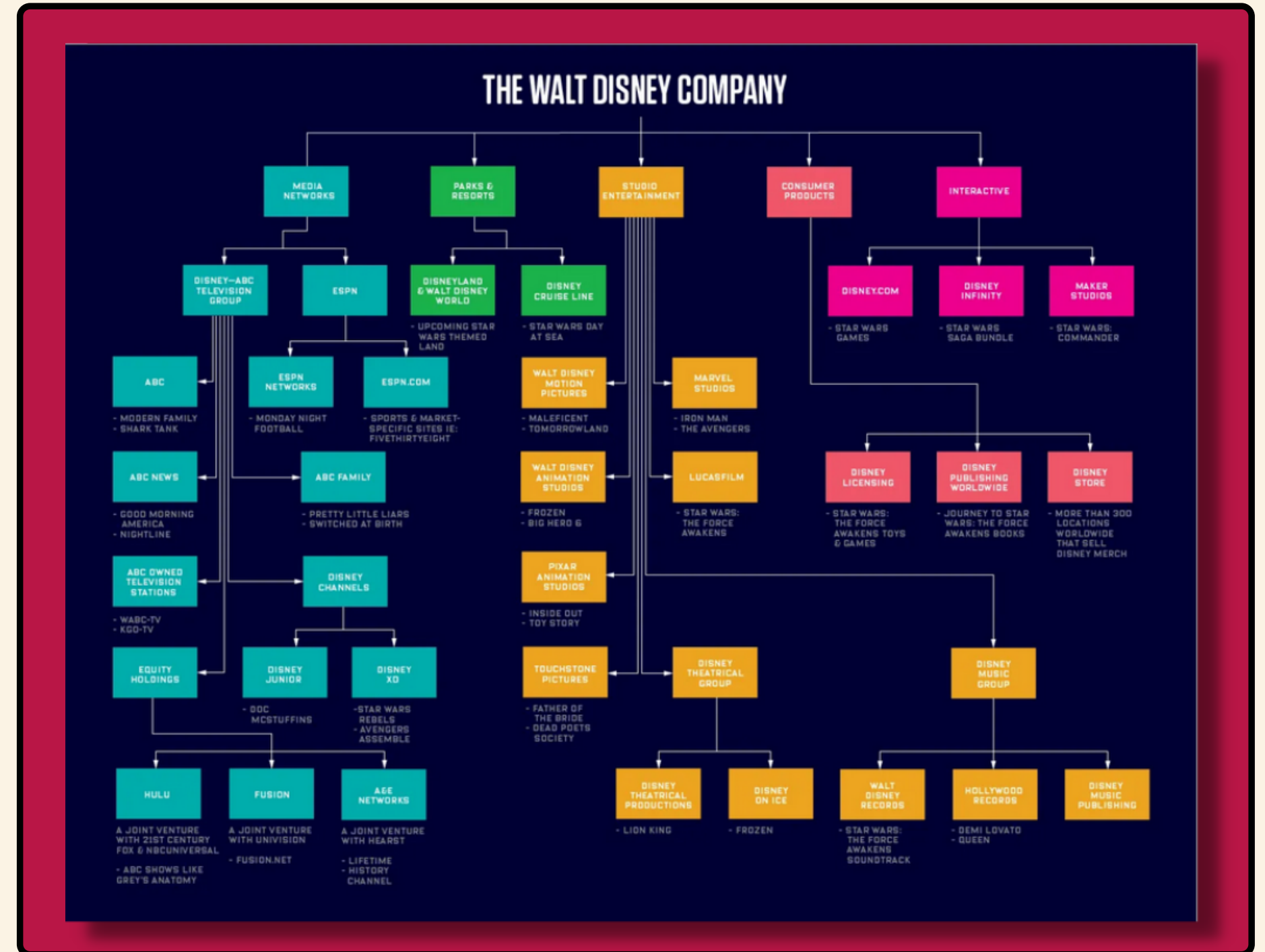


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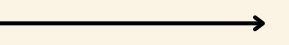
STRUCTURE OF DISNEY

- Flatter Corporate Hierarchy
- Inter-departmental coordination
- Internal Group Dynamics
- Hybrid Structure
- Enhanced System for Ensuring Communication

(Kassem and Ajmal, 2019)



(Greenberg, 2015)



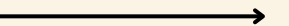


3

SYSTEMS IN DISNEY

- Departmental Based Organisational System
- Well-Defined Control System
- Evaluation of Control
- Internal Alignment Process

(Wills, 2019)





4

SHARED VALUE IN DISNEY

- The Core Value is to Ensure a Creative and Innovative Organisational Structure
- Disney Emphasises Diversity as Corporate Culture
- Tasks are Connected to Corporate Values in Disney

(Petersen, 2018)





5

STYLE OF MANAGEMENT IN DISNEY

- In Its Management System, Disney Follows a Participative Style
- This Particular Style is Effective for Reaching Its Goals
- Supports Coordination and Collaboration among Work Groups

(Gabler, 2007)





6 **STAFFS OF DISNEY**

- Internal and External Hiring Occurs for Different Job Roles
- From Region to Region, the Number of Employees Hired Varies.
- Enhanced System for Finding Potential Needs of Capability.

(Goldberg, 2016)





⁷ **SKILLS FOUND IN DISNEY**

- The Company Ensures a Workforce with Extraordinary Skillsets
- Focuses on Both Personal and Professional Growth of Employees
- Skillful Employees in Every Job Role are One of the Key Competitive Advantages of The Company.

(Williams & Denney, 2019)





ETHICAL STANCE OF DISNEY

QUALITY

Members And Employees Of Disney
Always Work To Produce The Best
Quality Output

SAFETY OF EMPLOYEES AND CUSTOMERS

Disney Puts Most Importance On
The Welfare And Safety Of
Employees And Customers, Which
Cannot Be Sacrificed At Any Cost.

RESPONSIBILITY TO STAKEHOLDERS

Treats All The Stakeholders With Dignity
and Respect and Ensures Fair Practice

COMMUNICATION AND COLLABORATION

Ensures Effective Collaboration
and Open, Free, Enhanced
Communication Channels Among
Groups

(Schein and Schein, 2016)





ETHICAL STANCE OF DISNEY

PROFESSIONAL DEVELOPMENT

Ensures Practical Performance Evaluation; the Company Promotes or Terminates Employees based on that.

DIVERSITY

Promotes Multicultural Diversity to take Effective Decisions and to Gain Competitive Advantage.

(Schein and Schein, 2016)



EXAMPLE OF **ETHICAL BEHAVIOUR** AFFECTING EMPLOYEES AT DISNEY

At Disney, every member treats everyone with respect and dignity and no discrimination is practised there. It creates a sense of belongingness among the employees and helps them perform better.

(Standards of business conduct – ethical standards – The Walt Disney Company)



CONCLUSION

Through **Mckinsey's 7s Framework**, It is demonstrated that Disney is one of the top companies which practices a healthy work culture.



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