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"It's not the magic that makes it work;  
it's the way we work that makes it  
magic."

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Creating Magic : 10 Common Sense  
Leadership Strategies From A Life At  
Disney 1039 Words5 Pages Lee  
Cockerell was the Executive Vice  
President of Operations for Walt Disney  
World for over ten years, but he did not  
gain this position overnight. He had  
years of hard work and dedication that  
lead him to this position.

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Magic: 10 Common Sense Leadership Strategies from a Life At Disney outlines in nearly 300 pages a variety of leadership lessons learned from a successful career in the hospitality industry that resulted in the chief operating position for Walt Disney World Resort.

## **Creating Magic: 10 Common Sense Leadership Strategies from ...**

And no one knows more about this kind of leadership than Lee Cockerell, the man who ran Walt Disney World Resort operations for over a decade. In "Creating Magic", he shares the ten practical, common sense strategies that guided his own journey from a poor farm boy in Oklahoma to the head of operations for a multibillion dollar enterprise.

## **Creating Magic: 10 Common Sense Leadership Strategies from ...**

Creating Magic - A Summary 1. Creating Magic: 10 Common Sense Leadership

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Strategies From a Life at Disney<br />  
2. About the book<br />Written by Lee Cockerell, former Executive Vice President of Operations, Walt Disney World... 3. "It's not the magic that makes it work; it's the way we work that ...

## **Creating Magic - A Summary - SlideShare**

Creating Magic is one of the best books I have read on leadership. It reinforced many of my personal views (hands on management, servant leadership, employee recognition) on the subject and also taught me some new things (time management, growth strategies) to improve.

## **Creating Magic by Lee Cockerell - Goodreads**

At its core, Creating Magic is a collection of stories that reminds us to demonstrate care and respect for every member of the team and to focus our efforts not on ourselves but on the

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Strategies From A Life At  
people we lead." -George Bodenheimer,  
President, ESPN, Inc and ABC Sports  
"Lee's common sense principles and  
down to earth storytelling is refreshing.

## **Creating Magic by Lee Cockerell: 9780385523868 ...**

But as Lee demonstrates, great leadership isn't about mastering impossibly complex management theories. We can all become outstanding leaders by following the 10 practical, common sense strategies outlined in this remarkable book. As straightforward as they are profound, these leadership lessons include: Everyone is important.

## **Creating Magic by Lee Cockerell | Audiobook | Audible.com**

"In "Creating Magic, "Lee Cockerell delivers his ideas about leadership in a common sense way that can really reach people and help them improve their effectiveness at work, at home, and in their communities. His valuable leadership strategies and remarkable

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Disney stories will ring true for everyone who reads this book."

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Lee Cockerell, the former senior operations executive for the Walt Disney World Resort for 10 years, will share how all of us can create magic for our patients, . Gen-Y is coming and there is no ...

## **Audiobook: Creating Magic: 10 Common Sense Leadership Strategies from a Life at Disney by**

Creating Magic: 10 Common Sense Leadership Strategies from a Life at Disney (Hardback or Cased Book)  
Cockerell, Lee Published by Broadway Business 10/14/2008 (2008)

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## **Creating Magic: 10 Common Sense Leadership Strategies from ...**

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25. "a workplace can look as diverse as  
the United Nations, but if the employees  
are not truly respected, not truly valued,  
not truly involved, and not truly treated  
with dignity, what you have is a great  
photo opportunity, not real inclusion."  
— Lee Cockerell, Creating Magic: 10  
Common Sense Leadership Strategies  
from a Life at Disney.

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Outstanding leadership is the kind that  
inspires employees, delights customers,  
and achieves extraordinary business  
results.

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