



## APPLYING THE DISNEY PHILOSOPHY TO THE DENTAL COMMUNITY

**Walt Disney's approach to leadership and appreciation can offer valuable lessons for the dental community. By focusing on people, collaboration, and experience, specialists and general practitioners can create a culture of excellence, trust, and joy—just like Disney did with his teams.**

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### **1) "It takes people to make the dream a reality." – Build a Shared Vision**

Just as Disney relied on artists, engineers, and performers to bring magic to life, dental success depends on collaboration between GPs, specialists, hygienists, assistants, and administrative staff.

- Establish a shared mission rooted in patient experience — not production numbers.
- Reinforce that every role contributes equally to the "guest experience" (the patient journey).

### **2) Recognize Every Contribution**

Disney made a point to celebrate both the stars and the stagehands. In dentistry, that means recognizing:

- Specialists who provide advanced care.
- GPs who maintain long-term patient relationships.
- Team members who manage scheduling, sterilization, or patient comfort.

Create a culture of mutual appreciation between providers: specialists thank GPs for trust and referrals, and GPs acknowledge the expertise that supports their patients' outcomes.

### **3) Focus on Experience, Not Just Service**

Disney knew that people don't just remember what they see — they remember how they feel.

- Encourage every dental professional to view patients as guests: greet warmly, communicate clearly, and celebrate small wins.
- Specialists and GPs can collaborate to create a consistent, patient-centered experience across all touchpoints.



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### **4) Lead with Curiosity and Gratitude**

Like Walt walking through Disneyland, leaders should regularly check in — not to critique, but to connect.

- Ask: “What’s working well?” and “What could make your day easier?”
- Express gratitude publicly and specifically: “Dr. Kim, thank you for the thorough consult notes — they made the patient’s next visit seamless.”

### **5) Empower Creativity and Ownership**

Disney trusted his people to bring ideas to life.

- Encourage your dental teams and referral partners to innovate: try new patient education tools, develop cross-specialty case reviews, and share ideas for improving the referral experience.
- When professionals feel their ideas matter, engagement and collaboration naturally grow.

The Disney magic wasn't about fantasy — it was about how people were treated. When appreciation, collaboration, and curiosity guide dental teams, patients feel the difference, trust deepens, and the entire dental community thrives.