



# CAPITOL CITY SPEAKERS BUREAU

*We help you thrill your audience!*

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## Bill Capodagli

*Travels from:* Florida/Michigan

*Fee Range:* \$7,501- \$10,000

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In the past decade, Bill Capodagli has become the most sought after keynote speaker on the cultures of Disney and Pixar.

With over three decades of management consulting and corporate research expertise, Bill Capodagli co-authored *The Disney Way: Harnessing the Management Secrets of Disney in Your Company*. *Fortune* magazine cited *The Disney Way* as a "Best Business Book" and "so useful, you may whistle while you work."

Entrepreneur magazine cited the book as "One of the FIVE books to Read Before Starting Your Business."

In 2016, McGraw-Hill released the 3rd edition of *The Disney Way* that includes exciting customer-focused organizations such as Rainbow Babies - Children's Hospital, TYRA Beauty, Science Center of Iowa, and Acts Retirement-Life Communities.

In 2010, Bill coauthored the definitive account of Pixar's creative culture - *Innovate the Pixar Way: Business Lessons from the World's Most Creative Corporate Playground*. Bill also coauthored the enormously popular *The Disney Way Fieldbook: How to Implement Walt Disney's Vision of "Dream, Believe, Dare, Do" in Your Company*.

Prior to co-founding Capodagli Jackson Consulting in 1993, Bill held managerial positions at the consulting firms of AT Kearney, and Ernst & Whinney (now Ernst and Young). Bill was a director on the Extended Services faculty of the University of Southern Indiana from 1991-1993 and presented *The Disney Way* principles to a vast client base. Bill holds degrees in economics and mathematics from Illinois State University.

For nearly forty years, Bill's expertise in leadership, innovation and customer service has been the catalyst for transforming the cultures of numerous organizations.

### *Most Requested Programs...*

- If Walt Ran Your Organization!
- Leadership The Disney Way
- Customer Service The Disney Way
- Creativity and Storyboarding - The Disney Way
- Reinventing the Learning Experience in America - The Disney Way
- If Walt Ran Your Hospital - The Disney Way
- Dreams and Dreamers: How to Innovate Like Walt Disney and the Pixarian