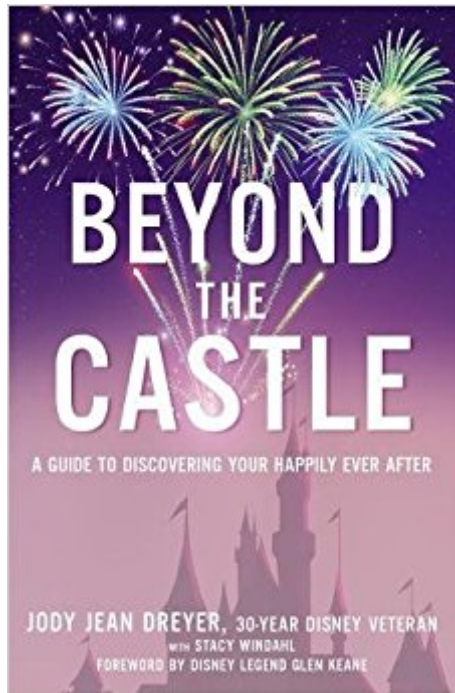




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Beyond The Castle: A Guide To Discovering Your Happily Ever After



Synopsis

When the credits roll and you've left the park, when your Disney day is over, how do you take the magic with you into your everyday work and life? Jody Jean Dreyer worked for the Walt Disney Company for 30 years and in *Beyond the Castle* she shares one-of-a-kind stories and insights into what sets the Disney experience apart, as well as secrets to help readers discover their own "happily ever after." Beginning with her first position as a summer intern at Walt Disney World, through her role leading synergy and special projects for Disney (reporting to former CEO Michael Eisner), to her work with top leadership at Walt Disney Motion Pictures sharing the magic of Disney films around the world, Jody unpacks secrets that can change the way we understand ourselves, our work and relationships, and how we can find our own path to happiness. You will read her stories about working with Walt's nephew, Roy E. Disney, her front-line role in the opening of theme parks around the world and her own journey to discovering how to bring some Disney magic into every day. The wish for happy endings is written in our hearts. Every park guest or movie watcher is looking for their own "happily ever after," as they ask the questions: What's my story? Does it matter? Will the story end well for me? Jody's personal experiences and her underpinning faith help her to offer practical and sometimes unexpected principles to better appreciate and navigate our own stories. Jody's entertaining storytelling will satisfy a reader's desire to open the doors and peek inside the castle and more, to unlock and illuminate life's true treasure.

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Customer Reviews

“I first met Jody when she was working for Michael Eisner in charge of the company’s synergy. I was an artist and not used to chumming around Disney executives. But Jody in her own natural way made me feel at ease and relaxed. She exemplified that homespun, Disney quality. There is a certain pixie dust magic to her. As I read Jody’s words I find that same magic of belief in what she says | she lived it, loved it and believed in it and now is sharing that with others. (Disney Legend, Glen Keane) “I had a great time reading Jody’s book on her time at Disney as I have been to many of the same places and events that she attended. She went well beyond recounting her experiences though, adding many layers of texture on the how and the why of Disney storytelling. Yet Jody knows the golden rule in this business: If you knew how the trick was done, it wouldn’t be any fun anymore. At the end of the journey, she is simply in awe of the magic just as we all are, even today. Thank you, Jody, for taking us along on that journey. (ROY P. DISNEY, grandnephew of Walt Disney) “Jody may be the most organized, focused person I’ve ever met, and she has excelled in every job she’s held at the company. No one better embodies the Disney spirit. (MICHAEL D. EISNER, former chairman and CEO of The Walt Disney Company) “If Mickey Mouse and Minnie Mouse had a baby, it would be Jody Dreyer. (DICK COOK, former chairman, Walt Disney Studios) “I’m a huge believer in good storytelling. And as a fellow Disney fanatic I’m really excited to see the impact of this great read! (KATE VOEGELE, singer/songwriter, One Tree Hill actress and recording artist on Disneymania 6) “Jody Dreyer pulls the curtain back to reveal the inner workings of one of the most fascinating and successful companies on Earth. Beyond the Castle offers incredible insight for Disney fans and business professionals alike who will relish this peek inside the magic kingdom from Jody’s unique perspective. (DON HAHN, producer, Beauty and the Beast, The Lion King)

A 30-year Disney veteran, Jody Jean Dreyer was a member of Disney senior corporate staff. She led worldwide synergy, headed Disney’s global outreach initiatives, and held various marketing positions in both the theme park and motion picture units. Among many projects, she performed a major role in the grand opening of Disneyland Paris. In 1986, she traveled the world as the Walt Disney World Ambassador. She met her husband, John, former head of Disney’s Corporate Communications, at the Disney company Christmas party. They have been married 25 years and live in South Carolina. Follow Jody at JodyJean.com. Stacy Windahl, a Phi Beta Kappa economics major with an MBA made a right turn out of corporate marketing to freelance writing. For

16 years she has worked with Young Life Communications. She writes from her home in Bay Village, Ohio, along the Lake Erie shore where she and her family celebrate all things Cleveland. Stacy and Jody share a love of Young Life, pixie dust and happy endings. Read more at StacyWindahl.com

This is very easy to read - I finished it in one rainy day. While this book won't change your life, it will definitely offer the opportunity to look at things a little differently and that's never a bad thing. It might be easy to dismiss the incessantly cheerful, sweet tone at first, but halfway through, I was convinced that the author really is an inherently cheerful, sweet person. For me, the take away from Beyond the Castle is that Disney Magic is pretty darn real. The corporate culture is precise, laser focused and emotionally invested in the wholesome, everyone is special message. From the bottom up to the spires of Cinderella Castle, Disney is just what the fantasy says. I grew up with the Mickey Mouse Club and the movies and cartoons and now my niece has the tv channel and the movies. I've been to Disneyworld three times in my life - as a child in 1978, a young adult in 1991 and for Christmas in 1999. The images that stayed with me each time were the real smiles on employees, the immaculate cleanliness and that sense of happiness - maybe I fell into the marketing trap or....maybe it is real. The view behind the scenes from the corporate point of view seems to verify my impressions of the Disney universe. I'm glad to have read this book - it's a little breath of fresh air.

Very enjoyable book by a 30-year Disney veteran, Jody Jean Dreyer, who was a member of Disney senior corporate staff. Jody also led worldwide synergy, was a line Cast Member, even a dancer, headed Disney's global outreach initiatives, and held various marketing positions in both the theme park and motion picture units. Among many projects, she performed a major role in the grand opening of Disneyland Paris. In 1986, she traveled the world as the Walt Disney World Ambassador. Now, what makes this book enjoyable are her many personal notes, anecdotes and historical notes. Yes, it is also a Self help book, and a darn good one, but honestly there are a lot of those out there. I would MUCH rather hear about Jody's 30 years as a Disney employee and Cast Member. I wanted more more, MORE! of her life in the Mousehouse. But if you are looking for a self-help book that isn't boring, this is a good one.

A quick read that differs from many books of this sort in that it touches on how to apply the author's experiences at Disney to all aspects of your life: as a leader, as an employee and in personal

relationships. While there is a lot about Disney's culture and leadership (Roy Disney, Michael Eisner, etc.), she also pulls from other sources including the Bible, making it well-rounded and adding her own perspective. As a fan of how Disney operates, I appreciate this personal, and unique approach that differentiates this book from others.

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