Part 1:  
Listed below you will find one WEAKNESSES and one THREAT for DISNEY, read them  
carefully then proceed to answer the questions that follow :   
1)  Disney  Weakness:  
Walt Disney Company has a higher employee turnover rate compared to competitors.  
2)  Disney  Threat:   
There is a predicted  global recession in the near future. This can cause a  
problem for Disney in the sense that  attendance at their global entertainment  
venues will decline negatively, impacting their revenue and profit.   
Assignment Questions:  
- Pick one, either the Disney Weakness or the Threat and explain how you would turn  
the Disney weakness into a Strength or the Disney Threat into an Opportunity.  
- Explain how your actions would impact Marketing, Finance, Management and  
Operations.  
Part 2:  
Assume you are the new CEO of Disney and you have to now rebuild the Disney Brand  
Image that was damaged due to major harassment scandals so it bounces back from all the  
negative publicity it received from these incidents. Note: harassment covers not only sexual  
offensives against women but bullying, microaggression and offensive behaviors against  
LGBTQ, people with disabilities, older members of the workforce and people from other  
cultures.  
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Your overall bounce back strategy is to commit to a change in the Disney work place culture  
at all levels involving all employees in all Disney companies and divisions. After your careful  
investigation and detailed understanding of the issues you want to take steps to develop a  
culture of trust, respect and purpose for all employees and a harassment free work  
environment in all 32 Disney Global Business units with a total of 203,000 employees. To  
establish consistency in policy and procedures on a global basis requires you retain services  
of an outside consulting firm with expertise in development of Human Resource Programs  
that can guide the Disney Organization step-by-step through a critical process so all their  
employees become trained and certified in policies to end Harassment within their  
organization. The cost to implement the program is $600 per employee for a total cost of  
$12,180,000.(203,000 employees x $600 each).   
  
Your Assignment has 3 parts  
- Explain  how you would Announce , Market and Promote this program  
internally to all Disney employees  so they take a Pledge of Commitment to make  
the Disney workplace a more respectful place of employment.  
- Secondly: explain what Marketing action you recommend Disney take  to  
reverse the negative impression these harassment scandals had  among   
Disney PUBLICS  ( their external audiences) to make all Disney divisions a more  
respectful place of employment.  
- Lastly , explain the impact these actions have across  Marketing ,Finance,  
Management and Operations.  
  
Ariel Font #12  
Can use use other cites but use this website  
https://www.academia.edu/41728527/Reawakening\_the\_Magic\_Bob\_Iger\_and\_the\_Walt\_Disney\_Company