



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.” Bill’s latest book, coauthored by Lynn Jackson, is 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* and *Leading at the Speed of Change: Using New Economy Rules to Invigorate Old Economy Companies*. 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). From 1991-1993, Bill launched and served as director of the Center for Total Quality Management at the University of Southern Indiana and presented *The Disney Way* principles to a vast client base. Bill holds degrees in economics and mathematics from Illinois State University. Bill Capodagli’s expertise in leadership, innovation and customer service has been the catalyst for transforming the cultures of numerous organizations. In the past decade, Bill Capodagli has become one of the most recognizable international keynote speakers on the cultures of Disney and Pixar. To book Bill Capodagli call Executive Speakers Bureau at 901-754-9404.

## Testimonials

“This was the most inspiration[al] and informational speaker. I could listen to him all day and take a new charge into the office tomorrow!”

- Anonymous attendee at Boston Roundtable Seminar by Bill Capodagli, April 16, 1998.

“The Holiday Inn corporate folks were so impressed that our people clearly knew our mission and codes of conduct. Bill and Lynn helped us define a culture to keep on a fast-track of success.”

- John Dunn, Founder and President, Dunn Hospitality.

**Bill Capodagli**

## Speech Topics

- Management
- Leadership
- Innovation
- Healthcare
- Customer Service
- Creativity

