

Dr. Jeffrey A. Barnes



“Dr. Disneyland” — The Leading Voice on Walt Disney’s Life, Leadership & Legacy

Your team doesn’t need another boring message — they need a little **magic**. Jeff translates Walt Disney’s timeless principles into keynotes that stick, inspire, and drive real results.

500+

KEYNOTES DELIVERED

35+

YEARS SPEAKING

2

BEST-SELLING BOOKS

6

TV EPISODES

20+

YEARS TEACHING

Signature Keynotes

COURAGE

Going “All In” on Goals, Dreams & Success

In 1923, a bankrupt Walt Disney boarded a train with \$40 and a one-way ticket. Discover how his “All In” decision can transform how your team pursues its biggest goals.

- ✓ Lead with courage during uncertainty and let go of limiting beliefs
- ✓ Inspire bold thinking and dismiss the doubters
- ✓ Turn vision into action — stop looking and start leading

LEADERSHIP

Lessons from the Happiest Place on Earth

Walt refused to settle. Explore the timeless principles he used to build one of the world’s most admired organizations — and a guest experience imitated everywhere.

- ✓ Create a culture people love through the Power of Vision
- ✓ Lead with influence, empowerment, and accountability
- ✓ Build trust that drives results — and sweat the details

RESILIENCY

Walt Disney & The Power of Resiliency

From an impoverished childhood through the Great Depression — and a disastrous opening day turned into one million guests in under seven weeks — Walt turned every setback into opportunity.

- ✓ Do the “Next Right Thing” — pivot, innovate, be resourceful
- ✓ Navigate change with confidence and focus
- ✓ Strengthen resilient teams that turn challenges into opportunities

ALSO AVAILABLE — INTERACTIVE WORKSHOPS

The History of Disneyland · **Listen to the Park** (a virtual tour of Disneyland) · **7 Leadership Lessons from Walt** · **Your “Great Big Beautiful Tomorrow”** (leading through change) — in-person or virtual.

AS SEEN ON



Featured expert on all 6 episodes of *How Disney Built America*

Credentials

- ♦ **Best-selling author** of *The Wisdom of Walt* and *Beyond the Wisdom of Walt*
- ♦ **Creator & professor** of the only accredited college course on the History of Disneyland (California Baptist University, since 2014)
- ♦ **20+ years in higher education** — former Dean of Student Success & Professor of Humanities
- ♦ **Host** of *The Wisdom of Walt* podcast — new episodes every Wednesday
- ♦ **Leadership & success coach** — two-time brain tumor survivor who teaches audiences to be the hero in their own story

What Leaders Say

★★★★★

“The Wisdom of Walt is our team’s Bible!”

Jesse Cole · Owner, The Savannah Bananas



★★★★★

“Best speaker we’ve ever had!”

Judy Joel · Sr. Manager, Pampered Chef



Best-Selling Books

The Wisdom of Walt — *Leadership Lessons from the Happiest Place on Earth*. Foreword by Garner Holt & Bill Butler.

Beyond the Wisdom of Walt — *Life Lessons from the Most Magical Place on Earth*. Foreword by Lee Cockerell, former EVP, Walt Disney World.

JEFF BOOKS UP FAST • IN-PERSON & VIRTUAL WORLDWIDE

Book Jeff to Speak

CALL / TEXT

+1 (520) 227-9543

EMAIL

jeff@thewisdomofwalt.com

www.thewisdomofwalt.com · @DrDisneyland · Facebook · LinkedIn · Instagram · X · YouTube



SCAN ME!

EVERY BOOKING INCLUDES

- ★ Fully customized keynote
- ★ Meet & greet book signing
- ★ Live Q&A session
- ★ All-day availability
- ★ Planner resource kit