

PROJECT PLAN

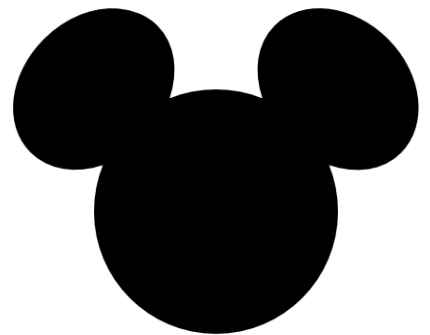
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The Walt Disney Company

Eller College of Management

Management 310

2 October 2023



S.M.A.R.T Goal

This group project is focused on identifying organizational behavior issues that employees of the Walt Disney Company face. To be prepared for success, we developed two SMART goals that our team will adhere to for the duration of this project. The first goal relates to organization – we will have a one-hour meeting every Sunday night to make a schedule for other meetings we may need to have throughout the week, delegate work, and decide on deadlines for group assignments. These one-hour meetings will result in better individual *and* group time management, stronger communication, and minimize stress. This will also permit the team to have time to meet with a preceptor and/or instructor regarding clarity on assignments on a need basis. Our second goal is also related to organization - we will contact our connections by October 5th, complete our interview and surveys by October 19th, complete our major report by November 2nd, and complete our presentation by November 14th. By doing so and adhering to this self-set deadline, it will yield results that will result in our team having more time to analyze and follow up with questions if needed in regards to our connection. In regard to deliverables, this goal will yield quality end products given that there will be time for us to seek advice and pointers in advance from the instructor or preceptors, as well as better stress and time management amongst the group.

Plan To Collect Data

In order to gain the most current and effective information about organizational behavior within The Walt Disney company, we are going to speak and work directly with a current employee. Our team will be speaking directly with Riley Hubbard, a senior financial analyst at The Walt Disney Company. Communicating and working with a senior-level employee will help to ensure that we gain the most accurate and influential information. Talking with Riley will give us more information on the corporate culture of the company. We are going to work with Riley to learn more about stress, job satisfaction, and company culture. This information will benefit our team in making improvements and suggestions to the company. We will be interviewing Riley by October 19th and asking the questions below.

We believe that it is not only important to analyze information from current employees, but also understand former employees' experiences and reasons for leaving Disney. This may unveil specific organizational behavior issues that caused them to leave the company. To complete this task, we will utilize professional websites, such as LinkedIn, to connect with former employees whom we can survey. These employees are essential to reach out to, as they will provide honest feedback and experiences since they are no longer associated with Disney. We will analyze both the interview information and survey responses in order to understand everyday organizational behavior issues that our report can dive further into.

Example Questions for Current Disney Employees

Is stress at your job caused by the job requirements and tasks?

- A. Yes
- B. No
- C. I experience no stress from my job.

Do you feel valued as an employee of Disney?

- A. Yes
- B. No
- C. Sometimes I feel valued as an employee.

Can you describe the company culture at Disney? What is the work environment like?

How does Disney measure and recognize employee performance and contributions?

How does Disney communicate its mission and values to employees?

Do you believe that your responsibilities at work are furthering your career with Disney?

Would you recommend your job at Disney to other people? Why or why not?

What is the best lesson working with Disney has taught you?

Example Questions for Former Disney Employees

How long did you work for Disney?

How is your new work environment compared to Disney's?

How did Disney prepare you for your current position?

Would you recommend a family member or friend work for Disney? If no, please explain

- A. Yes
- B. No
- C. Unsure

Did you feel valued as an employee at Disney?

- A. Yes
- B. No
- C. Unsure

Why did you leave Disney?

- A. Unhappy with environment
- B. Terminated
- C. Job lacked fulfillment
- D. Other (explain)

Our team will be conducting outside research that will allow us to deepen our understanding of both the positive and negative elements of organizational behavior and culture in the Walt Disney company. By speaking directly with a senior financial analyst, we will be able to get a primary source of information regarding the job satisfaction, job performance, and organizational commitment of Disney's employees and overall workplace. Our plan is to use this direct communication with an employee and combine it with other outside sources like Wall Street Journal, New York Times, and the University of Arizona Library Resources to synthesize all of the information we find and ultimately deliver data that is both conclusive and representative of the whole company.

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