

LOUIE GRAVANCE

FORMER DISNEY INSTITUTE PROFESSOR WHO DELIVERS ACTIONABLE STRATEGIES TO DEVELOP EXCEPTIONAL CULTURE AND CREATE WOW MOMENTS IN ANY INDUSTRY

Louie Gravance is a globally recognized expert on customer service, employee engagement, and corporate culture transformation. For over 25 years at the Walt Disney Company, Louie played a key role in designing live entertainment experiences and customer service training programs, including the world-renowned "Disney's Approach to Quality Service" curriculum at the Disney Institute in Orlando, Florida. His work has helped countless organizations translate the legendary "Disney Difference" into actionable strategies that elevate employee performance, strengthen workplace culture, and create unforgettable customer experiences.



After his tenure at Disney, Louie distinguished himself as the premiere expert for exporting the same training principles in multiple business sectors. He then expanded his expertise as a consultant, keynote speaker, and trainer, helping organizations like ING Financial, Choice Hotels, Nikon, and Microbac Technologies revolutionize their approach to service and culture. Money Magazine credited him with "literally changing the consciousness of business in America" through his groundbreaking service campaigns, including the Bank of America "Spirit" initiative—the most successful customer service training program in the company's history.

The success of Louie's involvement in high-profile projects, such as the Harry Potter's Diagon Alley expansion and Ollivanders Wand Experience at Universal Orlando, speaks volumes about his ability to create immersive, customer-centric experiences that drive magical memories AND business results.

Louie's philosophy is rooted in the belief that employee engagement and exceptional service are the foundations of business success. His signature presentations, including "Service is a Superpower!" and the "7 Secrets for Consistently Creating WOW Service," empower leaders and teams to foster cultures of accountability, creativity, and exceptional customer care.

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He combines his Disney-honed insights with actionable strategies to help organizations create environments where employees thrive and customers are delighted.

Through his company, Louie Gravance Creative Content, Louie develops customized training programs that inspire organizations to redefine their approach to culture and service. His acclaimed book, *SERVICE is a SUPERPOWER! (Lessons Learned in a Magic Kingdom)*.

With humor, heart, and a wealth of experience, Louie Gravance delivers high-impact keynotes and training sessions that leave audiences inspired, informed, and equipped to build workplaces that shine from the inside out. Whether transforming company culture or delivering unforgettable customer experiences, Louie is the go-to expert for organizations striving to achieve exceptional results.