

# BIOGRAPHY

---

## Lenn Millbower, The Learnertainment® Trainer

Lenn Millbower is the founder and president of *Offbeat Training LLC* --- an organization specializing in teaching Disney methodology so that business professionals can make their own magic.

Lenn has extensive experience in training and education, instructional design, customer service, leadership, innovation, and presentation skills over the past three decades in a variety of organizational environments. His lauded learner focused strategies gives him a real-world perspective on the relevant application of brain-based adult learning methodologies.



Prior to founding *Offbeat Training LLC*, Lenn was a training leader at Disney World Learning Solutions where he managed the team that wrote and documented all operational employee training. He wrote leadership, technical, and soft-skills training as the instructional design training manager for Walt Disney Entertainment, including the Disney Character training program and all the technical fireworks training. At the Disney Institute, Lenn was the instructional designer and content owner for *The Disney Approach to Loyalty*, *The Disney Approach to Quality Service* and *The Disney Approach to Quality Service for Health Care Professionals*. Working as an instructional designer for the Disney University, Lenn wrote several training programs, including Housekeeping, Custodial, Attractions, Ticket Sales, customer service, and orientation programs for Epcot, Disney's Animal Kingdom, and Walt Disney World. Finally, on the Disney's Animal Kingdom opening team, Lenn wrote and established the entertainment training offerings and department. In recognition of his efforts on the opening team of Disney's Animal Kingdom, Lenn was recipient of Disney's highest internal recognition award: Partners in Excellence.

Post Disney, Lenn uses keynotes, workshops, and consulting to apply Disney methodology to client organizations. Clients have included well known governmental, military, health care, supermarket, and insurance industry organizations. This consulting has been so successful that his latest client, Lowes Foods, has increased profits by 50% A DAY.

Lenn practices the interactivity he preaches. His keynotes, seminars, and workshops use a highly engaging, interactive and enjoyable mixture of entertainment-based techniques that energize trainees while fully demonstrating the effectiveness of his techniques in real-world applications. Lenn focuses on demonstrating practical techniques that the trainees can immediately apply. His examples are specific and targeted to the training needs of the organization he is training.

A highly successful speaker and trainer, Lenn has delivered well-received presentations at international conferences including the American Management Association, the American Society for Training & Development, the Association for Supervision and Curriculum Development, the International Alliance for Learning, the International Society for Performance Improvement, the National Speakers Association, the Society for Human Resource Management, and the Training national and international conferences.

Prior to his training and education career, Lenn was a professional magician, comedian, and musician who performed extensively throughout the United States, Canada, and on cruise ships.

Lenn's published works include *The Learnertainment® Pocket Tip Book*, *CLOUT Competencies Inventory®*; *Show Biz Training*; *Cartoons for Trainers*; *Game Show Themes for Trainers*; and *Training with a Beat*. Contributing works include *Speaker*, *Training* and *T&D* magazines, and the books *90 World Class Activities from 90 World Class Trainers*, *the Pfeiffer Annual*, and *The Training and Performance Source Book*.

Lenn received his BM in Composition from Berklee College of Music and his MA in Human Resource Development from Webster University. He is a professional member of the National Speaker's Association, the American Society for Training and Development, a former board member of the National Speakers Association of Central Florida, the International Alliance for Learning and the Contract Trainer's Association, and is listed in several *Who's Who* editions.

### Contact Information:

Lenn Millbower, (407) 442-8061, [LennMillbower@OffbeatTraining.com](mailto:LennMillbower@OffbeatTraining.com) or [Lenn@LikeaMouse.com](mailto:Lenn@LikeaMouse.com)  
[www.OffbeatTraining.com](http://www.OffbeatTraining.com) and [www.LikeaMouse.com](http://www.LikeaMouse.com)

## ABSTRACT

Lenn will share the 4C formula for process success.

- Customerization of service,
  - Continuity of focus,
  - Codification of response and ...
  - Coordination of efforts.
- 
- How *Customerization* fosters the attitude that everyone is a guest, including those who work in support functions; how the *Customerization* attitude leads to the effective delivery of service; how that delivery works at Disney; and how you can apply *Customerization* to your specific needs.
  - How *Continuity* clarifies the organization's reason for existence; how it focuses the delivery of service so that continuous process improvement can take place; how process improvements—some saving millions of dollars—are the baseline of the Disney culture; and how you can apply *Continuity* to your specific needs.
  - How *Codification* keeps the entertainment industry, as Walt would say, "... show on the road," by developing back up plans for their backup plans; how, whenever anything goes wrong at Disney, a process is put in place to prevent the issue or react if the issue reoccurs; how this aggressive regrouping process solves future issues before they resurface; and how you can apply *Codification* to your specific needs.
  - How *Coordination* is the real goal of leadership: to create an environment where team members' specific talents are harnessed so each team member feels and acts confidently without minute-by-minute direction; how Disney moved team members into roles they knew nothing about; how he prodded them until they delivered results way beyond possibility; and how you can apply *Coordination* to your specific needs.