

INNOVATE THE PIXAR WAY

**BUSINESS LESSONS
FROM THE WORLD'S
MOST CREATIVE
CORPORATE PLAYGROUND**

March 16, 2010

7:30am-11am • Pavilion on the Lake
OPEN TO THE PUBLIC • Call (805) 466-2044 to Register



Animate your team and unleash their creative power . . . The PIXAR Way

We are pleased to have, Bill Capodagli, – bestselling coauthor of *The Disney Way* back to Atascadero to share his exciting new account of Pixar's unique culture through his book titled *Innovate the Pixar Way: Business Lessons from the World's Most Creative Corporate Playground*.

For over thirty years, Bill has benchmarked the Walt Disney Company and helped scores of organizations revamp their customer service standards, develop innovative products, and increase productivity using Walt's original credo for success. Bill will take us behind the scenes to witness how Pixar creates stories that live – in the words of Buzz Lightyear – “for infinity and beyond.” It's all about creating a culture where imagination is cherished and rewarded. Bill will share how Pixar can inspire any business to ‘toon’ in to what makes its employees great.

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