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Disney Transformation Expert Launches New Consulting Firm

ORLANDO, Florida (September 1, 2008) – Mark David Jones, former leader with the Walt Disney Company, has retired after a career spanning twenty six years to form a new consulting firm called Small World Alliance.

“I’m failing retirement miserably”, says Jones, who leads the team of former Disney business experts. After spearheading Disney’s transformation effort throughout the phenomenal growth that has become known as “the Disney Decade”, Jones and the rest of his team were facing the twenty five year employment mark as well as a growing desire to engage new challenges. “As the Senior Consultant with the Disney Institute, I worked with numerous corporations outside of Disney that wanted to raise the bar. After leading transformation processes dozens of times, I guess I’m addicted to seeing dramatic results.”

“Small World Alliance are known as the ‘anti-consultants’, and I’m proud of that,” Mr. Jones explains, “we don’t sell packaged systems that requires a client to change everything...we’ve actually found that approach to be part of the problem. We identify what is working and what isn’t, compare that to the proven approach of renowned world-class operations, and then simply help our client bridge the gap between where they are and where they want to be. Our goal is to work ourselves out of a job as quickly and effectively as we can. Anything less is not really in our client’s best interest. We’re finding that our clients overwhelmingly agree with us.”

Recent economic pressures have created a strong demand for their services. “This is a great example of how strategic leaders are investing now to build a better organization and better results – leapfrogging the competition,” commented Mr. Jones. “Tough times are the best opportunities to get rid of what no longer works, redevelop a proven, winning strategy, and prepare your people to perform at their highest level. When the dust settles and the economy starts to come back to life, you want to be ready to capture as many new customers as possible. You can’t accomplish that with the old approach. Now is the time to develop that unfair competitive advantage.”

Small World Alliance, Inc. is a consortium of former Disney executives and leaders who help other organizations improve their leadership, employee engagement, customer service, and operational/financial results. To find out more, please visit www.smallworldalliance.com.

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