

Abby Allison

TOKEN OF TEACHING

Weekly Report 12/10/2017-01/03/2018

Over the break, I accomplished many goals. Some of these goals included meeting with my mentor, discussing my original work and working on my original work and presentation board.

I initially was hoping to create my original work by analyzing Disney's shareholder report and research, but after meeting with my mentor I realized it would be much simpler. I will still look into the shareholder report, but because Disney is a client of Accenture's, I can use their insights as well. We learned this through Accenture's MagicBand technology. This is great news because even after research, I was having trouble making strong conclusions from data only. After hearing Accenture developed a solution for Disney, I was able to refine my idea from a consult of their Parks and Resorts as a whole and instead focus on improving their MyMagic+ system and their new immersive Star Wars hotel. With the more specified idea, the research has come much easier and I have really enjoyed looking into every aspect of a new hotel idea and a system I have used myself, MyMagic+. I am planning on using public reaction, the help of my mentor and my knowledge of Disney to help my creation of my original work. I plan on making my final product a continuation of my original work; an RFP or Request for Proposal, to explain what I will be doing for Disney and timeline of goals and document listing findings from public reaction.

Next week, I will continue to work on my original work and put the final touches on my board and portfolios.