

Join the A-team

Investment and opportunity pathways with McDonald's



©2024 McDonald's

McDonald's USA, LLC, 110 N. Carpenter St., Chicago, Illinois 60607. Minnesota File No. 10. This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for informational purposes only. U.S. residents: Please note that the states of California, Florida, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin regulate the offer and sale of franchises. If you are a resident of one of these states, or seeking a franchise in one of these states, we will not offer you a franchise unless and until we have qualified for an exemption, or have complied with applicable pre-sale registration and disclosure requirements in your state. New York residents: This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law.

At McDonald's, your success is our success

We outperform our competition due to the hard work and commitment of our Franchisees. Define your journey on your terms — with the training, support, and resources available to you, how and where you need them.

Our elite, hands-on Franchise Academy provides national, regional, and local support to help you create a thriving business, make a positive impact in your community, and help chart the future of one of the world's most iconic brands.

Our Franchise Academy includes:

- 6 to 12 months of hands-on training in a restaurant, at Franchise Academy, in virtual settings, and through benchmarking
- Business and restaurant leadership development
- One-on-one and classroom-based training sessions
- Candidate training courses conducted by seasoned McDonald's training professionals and Owner/Operators



Franchise Academy



More than

95%

**of McDonald's restaurants
in the U.S. are operated
by Franchisees.**

Pictured:
John Carnagio
Lombard, IL

Your A-game gets our A-team

Much of your training will take place with the guidance of a Franchisee who has years of experience running restaurants.



Pictured:
Aneka Young and staff members
New Britain, CT

In addition to in-restaurant training, you will complete a self-directed online curriculum as well as four formal leadership courses. The first two courses are held in the field, and the third and fourth courses are four-day experiences held at Franchise Academy at our headquarters in Chicago.

Unparalleled support from McDonald's

A training program designed to work for Candidates

While the timeline will vary based on your ability to commit to full- or part-time training, a minimum commitment of 20 hours per week is required for the duration of the training program. We use a blended learning approach that includes self-study, on-the-job development, and expert-led classroom training.

You'll learn all about:

Owning and operating a McDonald's restaurant

Recruiting and developing your crew

Maximizing your performance

Growing your business

Purchasing a McDonald's restaurant

Running a multi-restaurant organization

You'll receive:

- Welcome to McDonald's Participant Booklet
- Candidate Learner Journal
- Roadmap

Two learning pathways to success: restaurant and business

You own your journey and you'll move between each pathway. Everything you work toward during your training builds toward your business, your success, and your impact.

Restaurant L&D

is the hands-on, day-to-day operations of running a franchise.

Business L&D

is the strategic, financial, resource management, and operational planning needed to run a business.

Franchise Academy:

Restaurant Learning and Development

Get ready to meet the crew at the restaurant

You'll start with the **Crew Training Roadmap** and complete the first three modules of the **Crew Development Program (CDP)**. These courses are designed to ensure you are able to jump into your hands-on training.

Crew Development Program

Crew Training Roadmap

1



Hospitality

2



Food Quality



Food Safety



Safety &
Security



Safe & Respectful
Workplace

3



Fries &
Hash Browns

Learning and development at the restaurant

Your learning and development journey starts with the **Restaurant Learning Path**, where you will work alongside crew members, crew trainers, area leaders, shift leads, and general managers to navigate through various roles in a McDonald's restaurant.

You'll learn what sets McDonald's apart from other quick service restaurants (QSRs) — from cooking McDonald's world-famous fries to running a great restaurant. This part of your training will include eLearning and hands-on learning with Franchisees.

Crew Development Program

Restaurant Learning Path

4



Dining Room & Kiosk



Beverages & Desserts



McCafé



FC Order Taking & Payment



FC Assemble & Present



DT Order Taking & Payment



DT Assemble & Present

5



Mobile Order & Pay



MyMcDonald's Rewards Sim



Hospitality in a Digital Environment



MyMcDonald's Rewards Engaging the Customer

6



Tempering & Prep



Baking



Breakfast Cooking



Breakfast Assembly



Frying



Grilling



Regular Menu Assembly

7



Station Verifications & Tracking



Station Training Aids

“I calibrated with the restaurant leaders weekly to ensure we were on the right track for the next week's activities and apply any adjustments necessary based on restaurant schedules.”

– Current Franchisee

On-site learning opportunities at our elite Franchise Academy

Join a select group of applicants supported by an elite team of experts at Franchise Academy.

Leadership Transitions (LT)

We will invite you to attend an in-person or virtual Franchise Academy course: Leadership Transitions. This two-day, instructor-led course provides essential, hands-on skills to build your leadership potential.

Developing the Leader in Me (DLIM)

DLIM is a three-day, instructor-led course where you will explore three key areas: Leading Myself, Leading Others, and Leading My Department. You will engage in team-based activities to identify your personal leadership capabilities and explore your leadership style.

Leading Great Restaurants (LGR)

During this four-day course, you will apply your leadership skills to run better restaurants by understanding how to be a customer champion, building the capability of your team, setting direction, and leading on the four pillars of cleanliness, service, quality, and value at your McDonald's restaurant.

Restaurant Investment Success and Execution Course (RISE)

RISE is a three-and-a-half-day leader-led experience that helps prepare potential Franchisees to optimize their investment goals. You will get practical tactics and proven best practices to apply to the buying process, including:

- Analyzing the details of a potential restaurant deal to be fully prepared to accept and navigate the risks and rewards
- Anticipating and planning for the pitfalls and trust-building opportunities inherent in the early days of operation
- Using National Franchising Standards (NFS) as an operating framework and to measure and enhance success
- Creating a comprehensive plan for the first 90 days
- Driving measurable qualitative and quantitative business improvements

“The McDonald’s training program for me was far more intense than I thought it was going to be. I was initially concerned that I was going to be bored but found McDonald’s to be the most engaging and challenging environment I could imagine. And I love it for that.”

– Kerri Harper Howie, Current Franchisee

Business Learning and Development

The Business Learning and Development path explores many business topics related to how you'll plan to lead the business side of your McDonald's franchise, including:

- Business Plans
- National Franchising Standards
- People Fundamentals
- Operations and Technology
- Financial Skills
- Marketing Fundamentals
- Restaurant Investment

“I studied entrepreneurship at college but the Business Path taught me important skills I use as an Owner/Operator every day.”

– Nathan Carter, Current Franchisee



Department Head Orientations

Throughout your learning, you will have the opportunity to join interactive, virtual meetings with subject matter experts across departments who represent a wide range of expertise.

You'll see how McDonald's supports its Franchisees at a national and field office level. One orientation per department will help you understand that department's structure and function within the McDonald's System, and how that department supports the Franchisee community.

Making Your Mark Learning Series — in partnership with the Franchising Learning Team, tenured Owner/Operators co-lead these sessions to share their experiences and learnings across their careers. This series will help you anticipate needs and give you ideas on how to navigate through running an organization.

“Department Head Orientations allowed me to meet everyone involved in supporting my restaurant. It takes a village to keep restaurants running smoothly.”

– Current Franchisee



Pictured:
Aneka Young and staff member
New Britain, CT

Business planning

A business plan is your roadmap to success. It creates a strategy for growth while keeping your eyes on goals. Your business plan should contain milestones and action steps that help you reach your business goals and your vision for the future.

Curriculum example: Business planning with VUCA

Business today is complex and constantly evolving. Frameworks such as VUCA help McDonald's Franchisees thrive through change and remain competitive in challenging environments.

What you might encounter:

Volatility

Uncertainty

Complexity

Ambiguity

How you will mitigate:

Vision

Understanding

Clarity

Agility

People fundamentals

From hiring to developing and promoting your crew, people are at the heart of success and community. We also have robust resources to help you recruit and retain talent. During your training, you'll be trained in our People Brand Standards, People Experience Lead Network, and Employee Value Proposition Hub. These are all tools that help you be the best people leader you can and empower you with the latest and greatest to support your team.

Training, talent development, and retention

McDonald's provides opportunity, nurtures talent, develops leaders, and rewards achievement. Some of your crew will remain at your restaurant as essential crew members; some will move into leadership; others may simply move on. Whether in a first job or throughout a career, McDonald's training provides life skills that may be useful in many situations. The more you invest in your team members, the greater the return.

“Training and talent management has upfront costs but the ease of onboarding and retention of my employees pays those upfront costs off and helps me reinvest in my future.”

– Current Franchisee

Our training is designed to help you plan and build important initiatives in your business plans, including, but not limited to:

- DE&I across all levels in the restaurant
- Restaurant staff recognition
- Potential compensation adjustments/awards for those who continue through the transition toward your leadership
- Providing opportunities and investments to employees for their positive commitments
- Well-being opportunities for crew and leaders

“What makes McDonald's special is that McDonald's is a family. I've been privileged to work with many team members who will continue this McDonald's legacy.”

– Aneka Young, Current Franchisee

Pictured:
Aneka Young
New Britain, CT



Diversity, Equity & Inclusion (DE&I)

McDonald's is committed to ensuring that everyone is welcome in our restaurants to work or enjoy our food. This is enforced by our commitment to diversity, equity, and inclusion — for people inside and outside the McDonald's System. **Read more about McDonald's commitment to DE&I initiatives.**

Pictured:
**Jennifer and Celestina Quintana
and staff members**
Newark, NJ



“After leaving my profession in the construction industry, I knew I wanted to be in a position where my employees could count on me. I was initially drawn to McDonald's because of the opportunity to work with and serve a cross section of America and to be a part of a brand where the employees are passionate about their work every day. I am now surrounded by a team of motivated individuals who are a positive force for change in the community and organization.”

– Current Franchisee



National Franchising Standards (NFS)

The NFS are a clear set of goals and expectations for a Franchisee's performance in the McDonald's System. There are six standards, and each includes an aspirational Vision and Purpose statement.

The six standards are:

- 1** People
- 2** Owner/Operator Involvement
- 3** Operations
- 4** Financial
- 5** Reinvestment
- 6** Building the Business Through Guest Satisfaction

Pictured:
Aneka Young and customer
New Britain, CT

Finances

Our finance training gives you the support and resources to help you build short- and long-term reinvestment plans to help you grow your wealth with McDonald's. From your first restaurant to your tenth, the finance team will provide you with resources to help you finance, purchase, and transfer ownership.

“The Financial Skills Training Program helped put into perspective, all of the activities and unknowns I needed to consider to understand financing my restaurant.”

– Current Franchisee

Technology

McDonald's has long been at the forefront of bringing technology to the quick service restaurant industry — we provide you with the tools and resources that empower your restaurant, leadership, crew, and customers.

Back office

As a potential Franchisee, you can access exclusive toolkits to learn about back-office activities and become an expert in workforce management solutions and software.

“Having control of my back office means having control of all aspects of the restaurant. Knowing what is happening in the back office, helps ensure I know what is happening for all my crew, managers, and guests.”

– Current Franchisee

Learning and development peer network

During your training, you'll meet other elite Candidates working toward their first restaurant acquisition. You'll also work alongside multiple Franchisees and restaurant leaders who will help shape your journey in training — and hopefully beyond, into your career as a Franchisee.

You can use this time to foster and sustain long-lasting connections with your colleagues in the McDonald's family. These are people you can lean on for resources, sharing experiences gained, and more. Everyone comes to the table at McDonald's with a unique background, and we can all share our experiences for the benefit of all our businesses.

“The beauty of the success of McDonald's is our ability to partner together to grow the business. What makes us great is how we solve problems together and how we grow the business together. That's what separates us from everybody else.”

– John Carnagio, Current Franchisee



Support for every step of the journey:

Franchisee Learning Manager	<ul style="list-style-type: none">• Gathers input from the Field Office team and Training Operator regarding the prospective Franchisee's performance• Provides resources, guidance, and feedback• Gathers input from the Field Office staff (FBP, Ops Officer, Finance, et al.) regarding the Candidate's performance• Ensures completion of all program requirements and validates learning
Field Office Partners	<ul style="list-style-type: none">• Meets regularly with the Candidate• Provides resources and feedback• Shares business perspective• Evaluates progress and provides written feedback as needed• As your local partner, will give direction on who to meet in your area• Partners with Franchisee Placement team for potential purchase opportunities, and communicates opportunities
Field Office: Candidate Liaison	<ul style="list-style-type: none">• Provides resources and feedback• Shares business perspective• Evaluates progress and provides written feedback• Gathers feedback from Training Owner/Operator• Meets regularly with the Candidate
Training Owner/ Operator	<ul style="list-style-type: none">• Shares business perspective• Provides resources, tools, coaching, and feedback• Meets, at least monthly, with the Candidate to discuss the program and progress• Provides feedback to McDonald's regarding the Candidate's progress
Training Restaurant Team	<ul style="list-style-type: none">• Provides restaurant training• Provides resources, tools, and feedback• Meets regularly with the Candidate to plan for their training

Networks for success

As a McDonald's Franchisee, you will experience unmatched industry connections and active collaboration. McDonald's is a leader in the franchise space because of the respect and commitment between the brand and our Franchisees.

Here are some of the groups that provide national forums for the exchange of ideas and support:

McDonald's Hispanic Operator Association	McDonald's Owner/Operator Pride Network	Asian McDonald's Operator Association
McDonald's National Leadership Council	National Black McDonald's Operator Association	Women's Operator Network

Divisional and Regional Leadership Councils, local advertising co-ops, and regional business meetings also provide valuable interaction at the local level.



What happens after you complete training?

After successful completion of the training program, McDonald's, in its sole and absolute discretion, will inform a Candidate of available McDonald's franchise opportunities. There may be a time delay between the completion of training and the identification of a franchise, depending on the availability of a suitable restaurant(s). Your flexibility for relocation opens the door for more opportunities.

At any time during the course of our selection process, including the training program, McDonald's has the right to terminate your participation in the process in its sole discretion and without being required to provide you with any reasons.



“McDonald’s has an amazing playbook... we just need to follow it.”

– John Carnagio, Current Franchisee

The opportunity to enter the Franchisee Training Program is based on your ability to:

- Invest without partnerships or investors
- Devote full-time and best efforts to the business, including exhibiting personal management and leadership in the restaurant business
- Commit to an extensive training program
- Complete hands-on training during all day parts on the floor of a McDonald's as well as in meetings and through online training at home
- Train for a minimum of 20 hours per week
- Be open to relocate based on the availability of restaurants
- Embrace our values, future vision, and investment strategies to meet the needs of today's and tomorrow's customers

If you participate in this selection process (including training program), please understand that you will be responsible for all associated costs and expenses, without contribution or reimbursement from McDonald's.

This may include, without limitation: the cost of any of your advisors, such as a CPA to conduct your asset verification and/or attorney; and travel and course fees during the training program.

There is also the cost of your time, as you will need to bear in mind that McDonald's will not pay you for the time you spend participating in the selection and training process.

“I like to help people and make a difference, and there are many ways to do that because our business is about people — the people who work with us in our restaurants and our customers.”

– Nicole Harper Rawlins, Current Franchisee



Ready to make your mark?

Apply today to become a McDonald's Franchisee.



Franchise Academy

Apply



Pictured:
Jennifer Quintana
Newark, NJ

