



McDonald's

EMPLOYEE HANDBOOK



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Did you know?

67 per cent of McDonald's Canada's top Canadian management and 50 per cent of its franchisees started as McDonald's crew.

Welcome to the team!



Dear team member,

I am so excited to welcome you to the McDonald's team!

From our tried-and-true customer service to our famous fries and hamburgers, McDonald's wouldn't be where it is today without talented team members like you. That's why McDonald's promises to value all employees, their growth and their contribution, every day and every way. This is our People Promise to you.

"If we are going to go anywhere, we've got to have talent. And I'm going to put my money in talent"

*— Ray Kroc
McDonald's founder*

More than a job, McDonald's is your door to a rewarding future. It was for me, and it is for thousands of fellow team members across Canada. I worked my way up from crew member to where I am now, learning valuable skills like leadership and teamwork along the way. You can, too.

I can't wait to see what great things lie in store for you.

I am proud to work at McDonald's (over 30 years in fact!), and you should be proud, too. At McDonald's, we strive to make a difference in the world. By being part of the McDonald's team, you're part of the positive change that's being created everyday.

I encourage you to read through this manual and explore the story, values and philosophy that make McDonald's one of the most successful businesses in the world.

I look forward to working with you.

Sincerely,

John Betts

A handwritten signature in black ink that reads "John Betts".

President & CEO
McDonald's Canada

Ray's story



“There’s almost nothing you can’t accomplish if you set your mind to it”

— Ray Kroc

When Ray Kroc, founder of McDonald’s, walked into Dick and Mac McDonald’s hamburger shop that fateful day in 1954, he had no idea what he was walking into. Certainly not the most successful restaurant franchise of all time!

At age 52, Ray invested his entire life savings into a milk shake maker called the multimixer. He noticed that the McDonald’s hamburger stand in California, with its eight multimixers, was whirring up a bucket brigade of milkshakes to happy and satisfied customers. Curious, Ray ventured west to discover the brothers’ recipe for success.

Ray had never seen so many people served so quickly and was impressed with the way the limited menu allowed a focus on quality at every step. Ray was so inspired that he took a leap of faith. He pitched the idea of opening several restaurants to the McDonald brothers. They said yes.

In 1955, Ray opened the first Golden Arches in Des Plaines, Illinois, and after that... well, the rest is history.

Ray Kroc didn’t do it alone. He believed, “in business for yourself, but not by yourself.” To achieve his dreams, he chose a unique path — to persuade franchisees and suppliers to join him in working for themselves, together with McDonald’s.

Of course, like every great story, there were a few bumps along the way. But through hard work, determination and the most important ingredient of all, team work, Ray showed that you can make something from nothing and turn a broken egg into an Egg McMuffin.





The McDonald's vision

From the first ever McDonald's cheeseburger to the billionth, the McDonald's vision has stayed the same: to be our customers' favourite place and way to eat and drink. To achieve this goal, we practice seven values:

We place the customer experience at the core of all we do.

Our customers are the reason for our existence. We demonstrate our appreciation by providing them with high quality food and superior service in a clean, welcoming environment, at a great value.

We are committed to our people.

We provide opportunity, nurture talent, develop leaders and reward achievement. We believe that a team of well-trained individuals with diverse backgrounds and experiences, working together in an environment that fosters respect and drives high levels of engagement, is essential to our continued success.

We believe in the McDonald's System.

McDonald's business model, depicted by our "three-legged stool" of owner/operators, suppliers, and company employees, is our foundation, and balancing the interests of all three groups is key.

We operate our business ethically.

Sound ethics is good business. At McDonald's, we hold ourselves and conduct our business to high standards of fairness, honesty, and integrity. We are individually accountable and collectively responsible.

We give back to our communities.

We take seriously the responsibilities that come with being a leader. We help our customers build better communities, support Ronald McDonald House Charities, and leverage our size, scope and resources to help make the world a better place.

We grow our business profitably.

McDonald's is a publicly traded company. As such, we work to provide sustained profitable growth for our shareholders. This requires a continuous focus on our customers and the health of our system.

We strive continually to improve.

We are a learning organization that aims to anticipate and respond to changing customer, employee and system needs through constant evolution and innovation.

Did you know?

At the age of 15, Ray Kroc lied about his age to be part of the Red Cross. He worked as an ambulance driver during World War I where he met none other than Walt Disney!

A timeline of success...



And where you come in!

Since 1955, we've proudly served the world some of its favourite food. Along the way, we've been more than a part of history – we've created it. From the first drive-thru restaurants to our famous Big Mac and Chicken McNuggets, it's been an exciting journey...and we're thrilled you can join us for the ride!

1955

The first McDonald's franchise restaurant is opened in Des Moines, Illinois.

1976



Rise and shine Canada! McDonald's introduces its breakfast menu to Canadians.

1967



The first McDonald's outside the United States opens in Richmond, British Columbia.

1958

McDonald's sells its 100 millionth burger.

“None of us is as good as all of us”

— Ray Kroc



1990 

McDonald's Canada opens a restaurant in Moscow, the first McDonald's restaurant in the Soviet Union. This restaurant is still the largest McDonald's in the world.

TODAY 

We welcome **YOU** to the McDonald's team!

1981 

McDonald's becomes the largest food service organization in Canada.

1997 

The McFlurry is invented in New Brunswick. Today, it is sold around the world.



We take care of our team members

McDonald's isn't just a job; it's a team effort. We look after each other here. Along with competitive pay and benefits, here are some of the perks you can expect from working at McDonald's.

EDUCATION AND SCHOLARSHIPS

We understand that school comes first, which is why McDonald's is a popular employer among students and young people.

We also believe in supporting our employees' goals to further their education. McDonald's long-standing scholarship program has awarded thousands of scholarships as a way of recognizing our great team members. Since the program began, more than 4,000 McDonald's employees across Canada have shared in scholarship awards, totalling more than \$2 million.

Ask your manager for more information on how to apply for a McDonald's scholarship.

FLEXIBLE HOURS

We know that you have responsibilities and interests outside of work. That's why we offer flexible schedules to help you choose hours that best fit your life.

Maybe you need a part-time job that will fit around your studies or maybe you're available only on weekends. Perhaps you're looking for a few hours a day while your kids are in school. Whatever your needs, your McDonald's manager can work out a schedule that's right for you.

LEARN VALUABLE SKILLS

Whether you're here for a year or here for a career, McDonald's is your door to the future. Every employee has the opportunity to develop valuable skills and "learn while you earn."

- ◆ Learn leadership and teamwork skills
- ◆ Develop communication skills and creative thinking
- ◆ Regular training exercises to improve abilities and customer service skills
- ◆ Receive regular performance reviews that will help you develop

RESPECT, RECOGNITION AND FUN!

- ◆ All employees are respected, valued and empowered
- ◆ Join your fellow team members in fun team-building activities like bowling and movie night
- ◆ Be recognized for outstanding work with our exciting "Once in a Lifetime Opportunities" program



Hear from other McDonald's employees



Laura Jacobs
Single Mother

"This job gave me the opportunity to support my son and me. I had some really great crew members and managers. I was able to meet new faces and got to know regular customers. I started out as a cashier and then ended up as a cook, which I really enjoyed doing."



Carl Lewis
Nine-time Olympic Gold Medalist

"Time is very important. You couldn't let the fries get cold and that experience helped... If I was 10 seconds off, I'd have no gold medal."



Sam Pathirana
Student

"One of the great things about McDonald's is they are always looking to promote people. Once they see potential in someone they try their best to help them grow... My co-workers are great and the customers are even better."



Our community

McDonald's is a big believer in making our world a better place. When you join McDonald's, you join a committed, responsible and active community partner. So whether we're helping out the local neighbourhood hockey team, leading by example in environmental responsibility, or participating in world-changing initiatives, know that you're part of something special.

Ask your manager what programs your restaurant supports and find out how you can get involved.



RONALD MCDONALD HOUSE CHARITIES

Families are at the heart of who we are and what we do at McDonald's. That means being there for families—during the good times and the bad.

Ronald McDonald Houses provide a home for out-of-town families to stay while their seriously ill children are being treated at a nearby hospital. Today, Ronald McDonald Houses serve over 20,000 Canadian families a year.

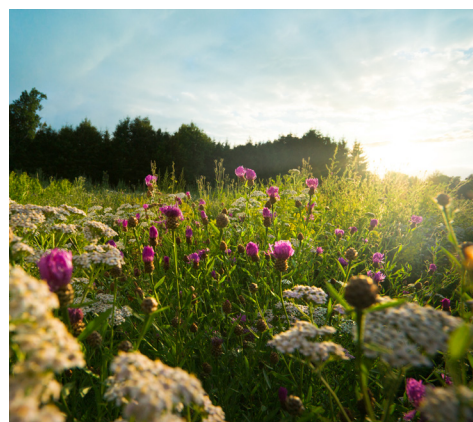
Ask your manager how you can volunteer with your local Ronald McDonald House.

ENVIRONMENTAL RESPONSIBILITY

Being a good community partner also means being good to the environment. We're committed to environmentally responsible practices, and we're proud of it.

We're regularly recognized for our environmental stewardship. McDonald's Canada was named to Aon Hewitt's Green 30 list of environmentally responsible organizations. In fact, we were the only food service company named to the list.

Have an idea how to make McDonald's a greener—and better—place? Let your manager know!



SPORTS AND SPONSORSHIP

McDonald's reaches out to every level of sport, from the international Olympic Games to local community soccer teams.

We believe that sport is a great way to encourage children to take up healthy lifestyle choices. Which is why we're so committed to helping children discover the exciting world of sports.

Every year, McDonald's restaurants across Canada invest almost \$7 million in support of local sports teams.



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