



People: The Secret Sauce at McDonald's

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McDonald's Restaurants of Canada Limited



Agenda Today

- McDonald's the company
- McDonald's Vision
- Our Core Values
- The Three Legged Stool
- Role of HR
- Employee Value Proposition
- Importance of Culture



McDonald's The Company: Global View

- Founder Ray Kroc
- Over 33,000 Restaurants in 119 Countries
- Serve 68 million guests per day
- Employ over 1.7 million globally
- 40% of worldwide management started in the restaurant
- 80% of our restaurants are locally owned and operated



More than 85,000 employees
AT MORE THAN 1400 LOCATIONS ACROSS CANADA



90% of our Restaurant Managers,
50% of our franchisees and more than
65% of our Top Management started
their careers behind the front counter
at our restaurants.



McDonald's Canada Vision

We will be Canada's favourite place and way to eat and drink, *and our employees favourite place and way to work.*



President & CEO



“Three elements have made a difference at McDonald’s and continue to be relevant today - first, diversity has support of top management; second, formal training; and third, networking.

Diversity and inclusion make good business sense because that’s how we’re able to get as close to the customer as possible; it is in every business plan and integrated into everything we do.”

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~Don Thompson





McDonald's Restaurants of Canada President & CEO



“Operating our business in an all-inclusive environment is a true competitive advantage for McDonald’s.

Diversity of thought leads to relevant solutions, employee engagement and enhanced business results that benefit our customers, and our entire system.”

it is in every business plan and integrated into everything we do.

~John E. Betts





Andy Cooke, Restaurant Manager

James Clarke, McDonald's Team Member



Our Core Values



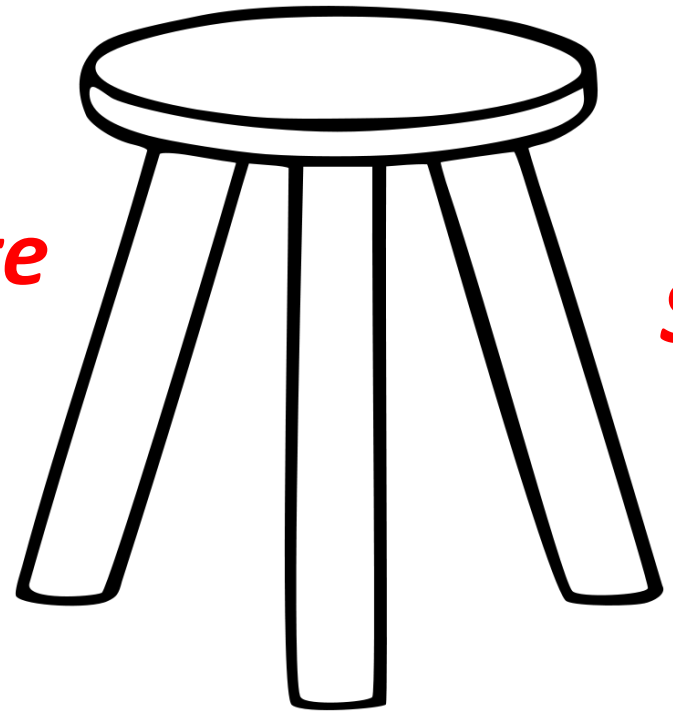
**GOOD FOOD
GOOD PEOPLE
GOOD NEIGHBOUR
GOOD EXPERIENCE**



The Spirit of Collaboration

Corporate Staff

Suppliers



Owner Operators

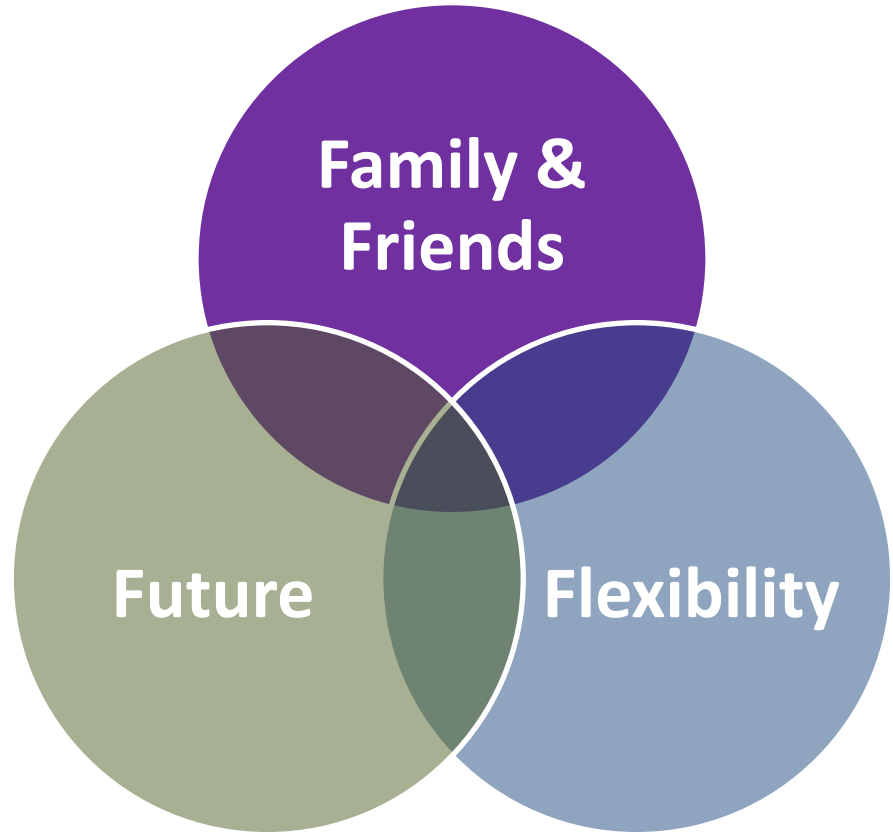


Role of HR

- Bring the vision of our employees favourite way and place to work to life
- Delivery of the Employee Value Proposition
- Business partner vs transaction/function based
- Strategic influence
- Talent and succession planning



Employee Value Proposition





McDonald's - HU Facilities





Advanced Placement – Business Diploma & Business Degree Programs



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Company Culture

- Every company has culture
- The key is who defines it
- It will dictate the values and behaviours





McDonald's Canada- Our People



Best
Workplaces **2014**
Canada



BEST
EMPLOYERS
IN CANADA
2012



2014
**Best
Employers**
in Canada
By Aon Hewitt

TOP 50
Socially Responsible
Corporations • 2011

MACLEAN'S 



Employer of Choice for Canadian Youth



CANADA'S TOP EMPLOYERS
FOR YOUNG PEOPLE
2010

PRESENTED BY
KPMG



\$2 million+
EMPLOYEE SCHOLARSHIPS



Thanks for Listening!