



Hi, I'm Matt Roth

EVOLVE

I'm a graphic designer
and visual storyteller

Print

CAREERS

ARE

MADE AT



McDonald's Employee Handbook

“I firmly believe that McDonald’s can change the world in a way that no other company can, and we’re just getting started.”

Chris Kempczinski
President & CEO

McDonald’s has always been known as a place where you can make your career—whether you choose to stay with us for a few years or a lifetime.

As we continue our quest to be a better McDonald’s, our ambition is to grow together as a Talent Academy: **a place where you can work, develop, mentor, and lead alongside other top talent in the industry.**

To help you on your journey, we have assembled this guide. Think of it as a checklist for the tools, services, and offerings available to help you achieve your aspirations. Bright futures are made at McDonald’s!

But what does **Made at McDonald’s** mean?

At McDonald’s, we see you as a whole person and want to support you not only while you’re in the office, but also in your life. In this guide we highlight not only opportunities for on-the-job development, but also point you in the direction of ways to grow and lean into your personal passions.

We’re excited to support you in your development and look forward to seeing where your journey takes you!

Our Core Culture Pillars

All of the work we do is based on our three culture pillars. Your career will be filled with opportunities to impact the company in these ways.

Customer Obsessed

Proud to exceed the customer’s expectations at every visit, through great food and great hospitality.

Better Together

Proud of the way we work together to make a difference to our business, customers, communities, and the planet.

Committed To Lead

Proud to be a leading, world-class organization.

What These Culture Pillars Mean for Your Future

Success stories are made at McDonald’s, and McDonald’s is defined by its culture. Our culture is an expression of why and how we do things. It influences the way we interact with our customers, franchisees, suppliers, and one another.

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Tips for Success



Do Your Best

Strong performance is always key, whether moving up in your current role or onto another team.

Move Over to Move Up

Often, gaining lateral experience will broaden your skill set to be successful at the next level.

Plan Ahead

In your career conversations with your manager, talk about what your performance would need to look like to be considered for another position.

Job Expansion

Expand your responsibilities by adding projects and scope to your role, or tap into diverse experiences; ask your manager what else you can do!

What's a topic, passion, or discipline you've always wondered about but never pursued?

Tapping into Diverse Experiences

We offer a variety of experiences to help you learn and grow, such as job shadowing, secondments, stretch assignments, task forces, internal initiatives, and others.

You never have to wait for a promotion to advance in your career.

Today's careers provide more freedom, flexibility, and the opportunity for exploration.

Your Career

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Alumni Resources

We have one of the largest and most active alumni networks in the world—giving you access to professional opportunities and a way to stay connected with friends you made during your tenure here.

Referral Program Access

Know a candidate for one of our positions? Please send them our way! Our alums are key to connecting us with great talent.

Open Door Policy

Found a great opportunity outside McDonald's? You will be missed, but know that you are always welcome to apply to openings at McDonald's in your future. We'd love to have you back!



Stay Connected

LinkedIn will keep our alumni and employee networks connected. Check out news, stay in touch with colleagues, and cheer us on from afar—we'll be doing the same for you!

Your Life





PayPal Compendium

Welcome to being one of many, many, many.

For small businesses, joining one of the global mega-marketplaces presents a series of trade-offs. On one hand, scaling through these marketplaces offers low digital investment to access a massive online customer base. This access can be vital for a small business who need to drive revenue and reach wider segments.

But on the other hand, in the process, small businesses can have a much harder time

standing out and maintaining control. They may no longer have direct access to their customer data. They may have to give up control of product pricing, customer experience, and branding. Ultimately, the marketplace might go to school on their product's success and offer its own white label version at a lower price.

Must businesses accept these trade-offs? Can we help them achieve scale and reach global audiences, without making these sacrifices?

This is the aim of the PayPal Commerce Platform. It unites all of our tools, technologies and services for business: everything from making payments, to managing risk, to accessing capital and accelerating growth. It is an important step in giving businesses what they need to go direct-to-consumer—or leverage the distribution capabilities of multiple marketplaces without being beholden to one.



Anticipated personal wealth: \$3,380,952



Anticipated personal wealth: \$1,930

Choose your parents wisely.



Everybody's born equal; but some are born more equal than others.

Two babies, born within a few minutes of one another, set off on diverging paths to the future, even before they've drawn their first breaths.

From the outset, their relative financial health will be shaped by forces beyond their control: their gender, the color of their skin and hair and eyes, the country in which they happened to be born, as well as the income, wealth and education levels of their parents and grandparents.

The fix is in and it has been for a couple of generations.

These babies will grow up to compete in a world in which just 1% of the global population controls 44.8% of total global wealth. Good luck, kids. One of you will need it.

SMALL

IS ACTUALLY BIG

Small- and medium-sized businesses are the lifeblood of our communities and fuel the economy at large.

Globally, small- and medium-sized businesses create more than one-half of the world's GDP and employ two-thirds of the global workforce. Locally, they are essential to keeping communities alive and well. If you spend \$100 at a local business, roughly \$68 stays within your local economy. Local businesses support events, sports teams and charities 250% more than big corporations do. Employees of these businesses tend to be happier. 70% reported their happiness level to be a 5 or higher on a scale of 1 to 10. And there's even positive environmental impact. Small businesses near residential areas encourage biking and walking for shoppers—reducing car usage, improving air quality and even making streets safer. As PayPal, we hardly need more reason to be the champion of businesses like these.

This is our user agreement.

WHO READS THIS?

Three in four people don't read the "fine print."

But that's where companies tuck important information—protections, penalties, fees, terms of use. This PayPal user agreement is 23,465 words long. It would take the average reader 185 minutes to read it.

What would happen if we put our best thinking toward details like this, the ones most companies ignore? Can we take the lead and create a user agreement that's designed to be actually read and understood?

Experiential

Imagine
a world...

Imagine
a world...

Where the distance between journalist and consumer evaporates, and where journalism is not a final product but a continuous conversation.
Where content is not experienced asynchronously—crafted and consumed in separate moments—but rather as a shared experience that convenes, bonds and unites.

Where context and transparency are paramount, and where content serves as a prism—absorbing and refracting a diverse spectrum of voices and perspectives.
This is a world in which journalism is wholly unleashed, existing in service of the individuals and communities for which—and to whom—it speaks.



This is a world of relevance.



Gannett



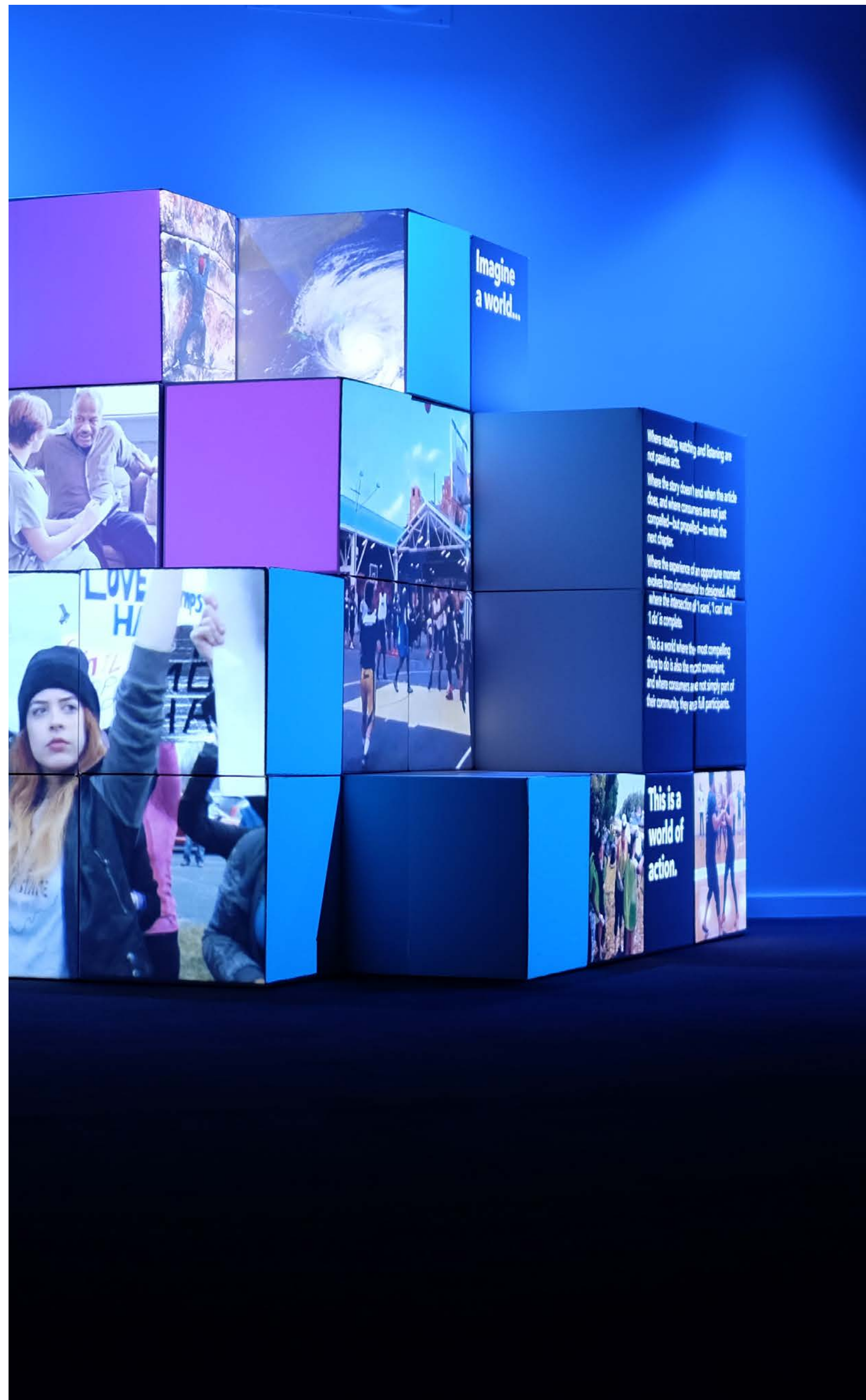
Where reading, watching and listening are not passive acts.
Where the story doesn't end when the article does, and where consumers are not just compelled—but propelled—to write the next chapter.
Where the experience of an opportune moment evolves from circumstantial to designed. And where the intersection of 'I can', 'I can't' and 'I do' is complex.

This is a world where the most compelling thing to do is also the most convenient, and where consumers are not simply part of their community, they are full participants.



This is a world of action.





Imagine a world where you can get the things you want when you want them.

LP

Inline shopping

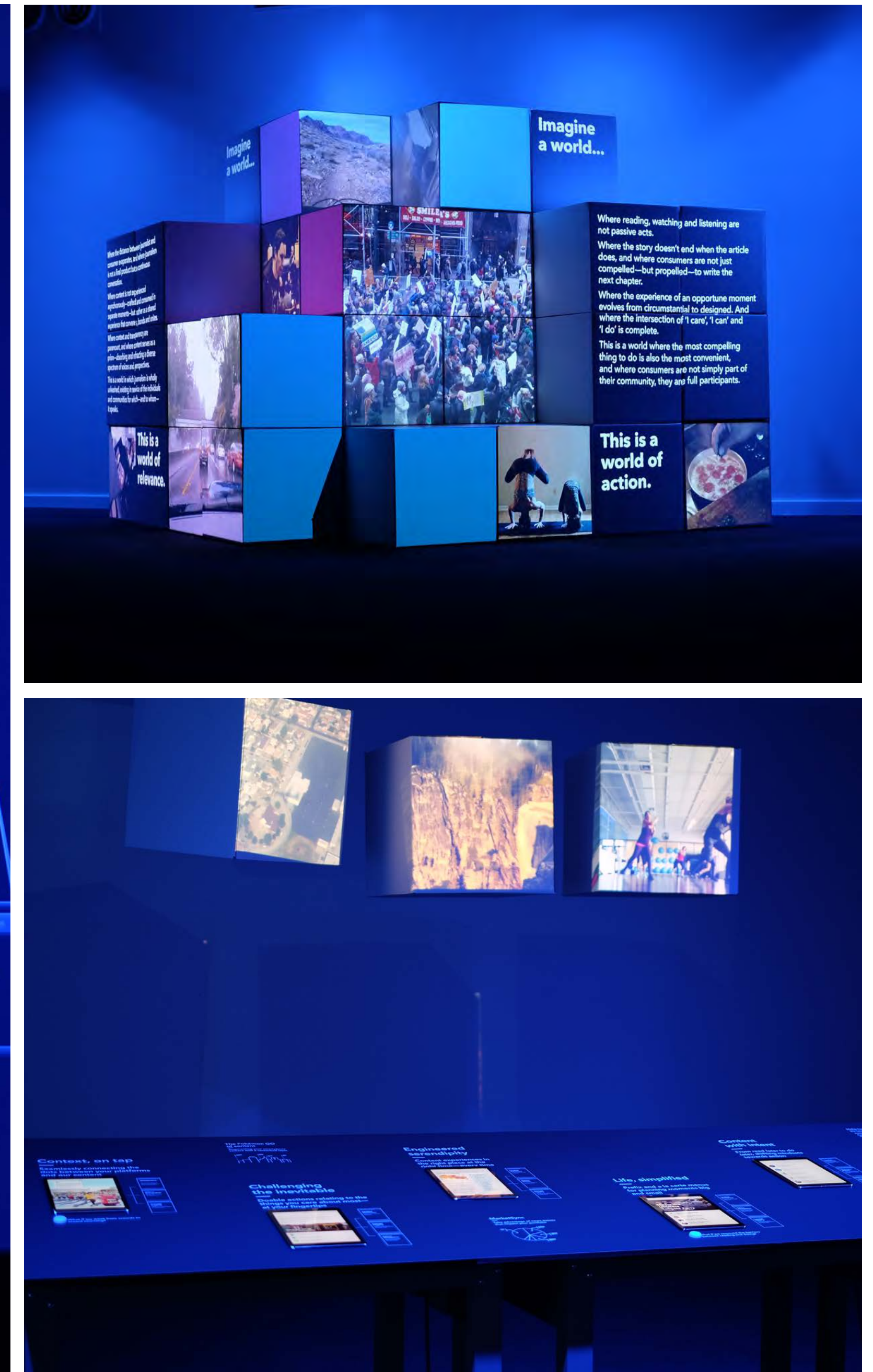
Delivering a native shopping experience, in moments of pique interest

AMBIENT PROXIMITY
Location Awareness
Determine the location of objects

COGNITIVE INTELLIGENCE
Concept Tagging
Identify and interpret relevant concepts relating to a body of text

ARTIFICIAL INTELLIGENCE
Object Recognition
Analyze the presence of objects in images or video

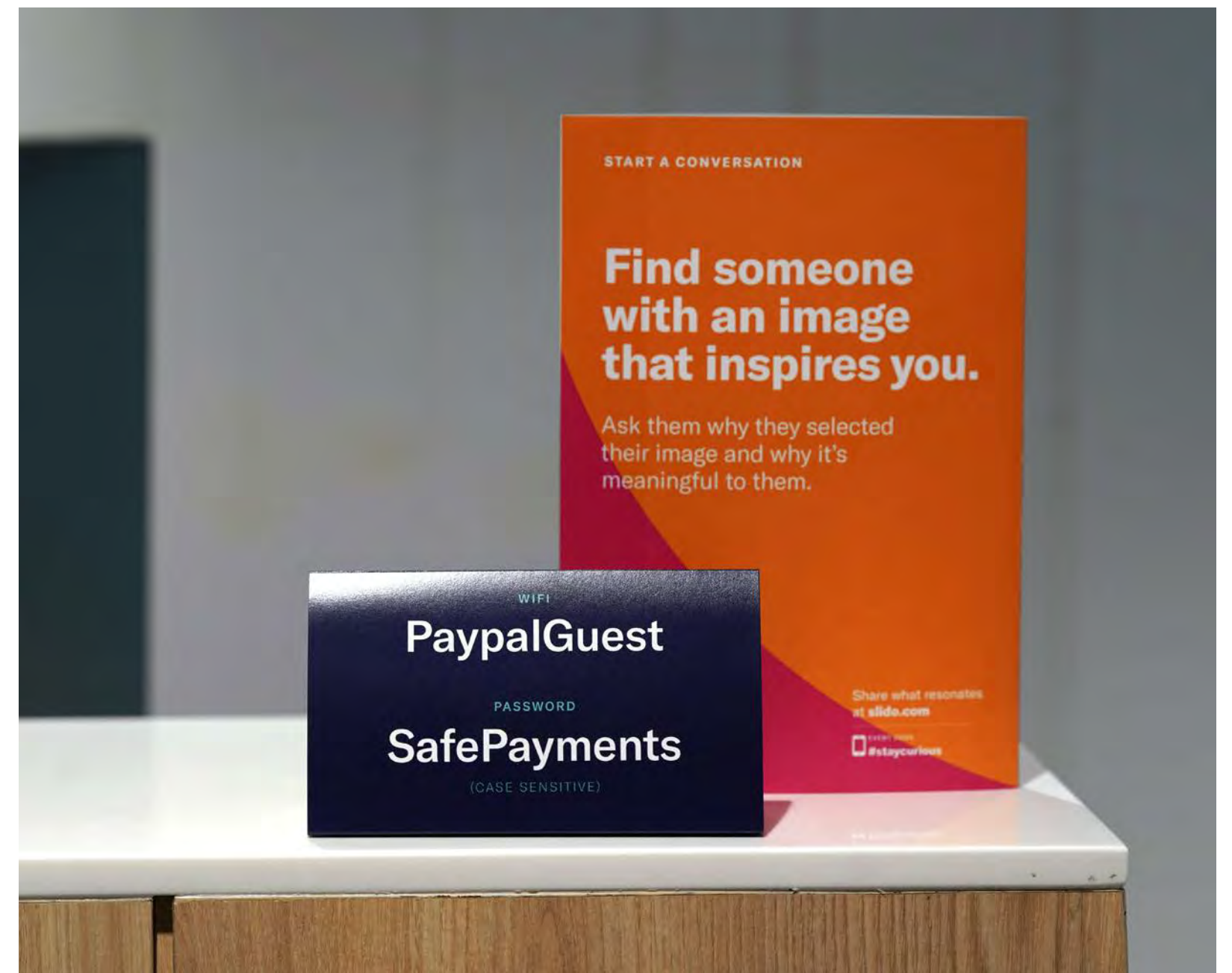
What if instead of delivering products to you, we delivered you to products?

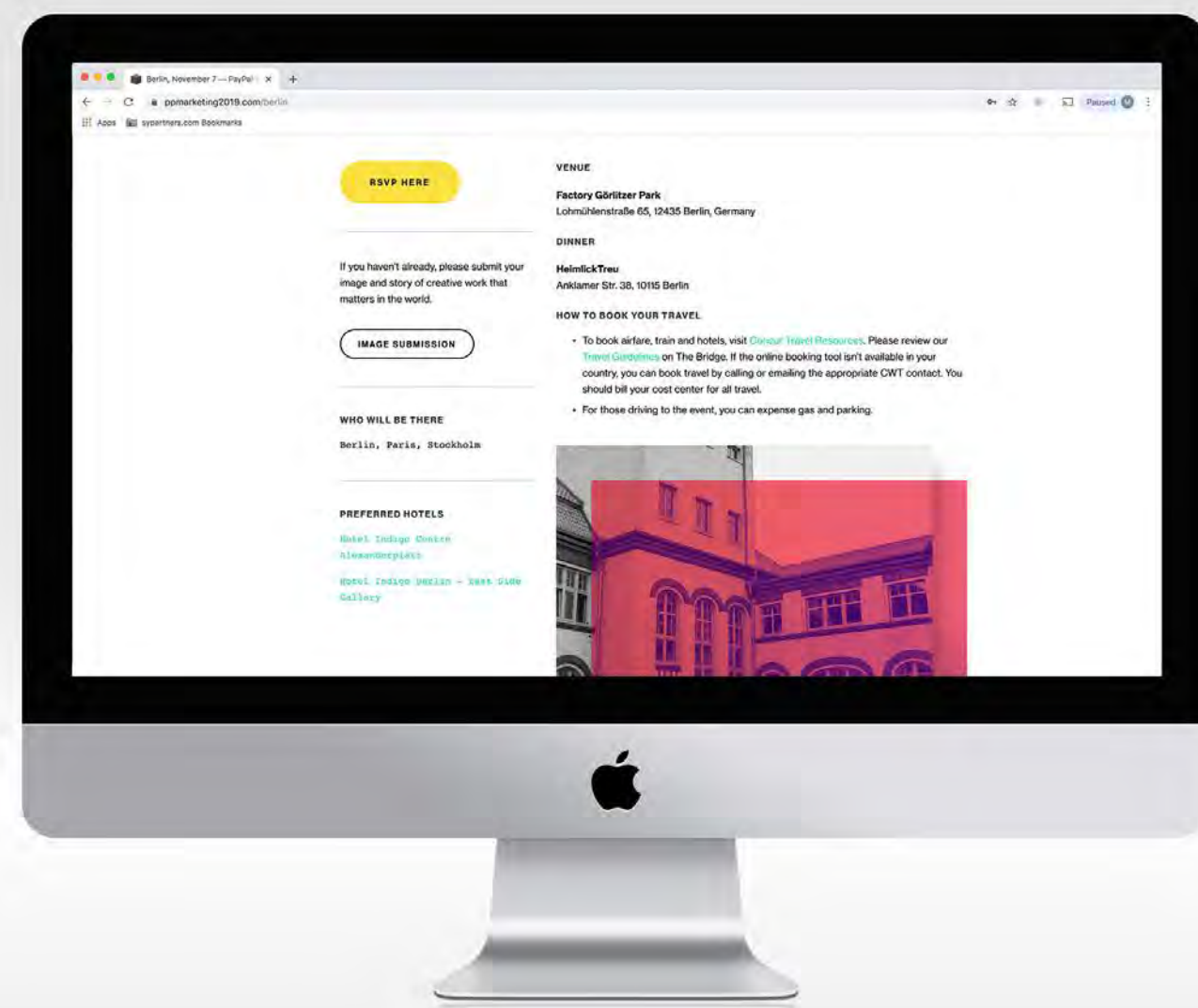
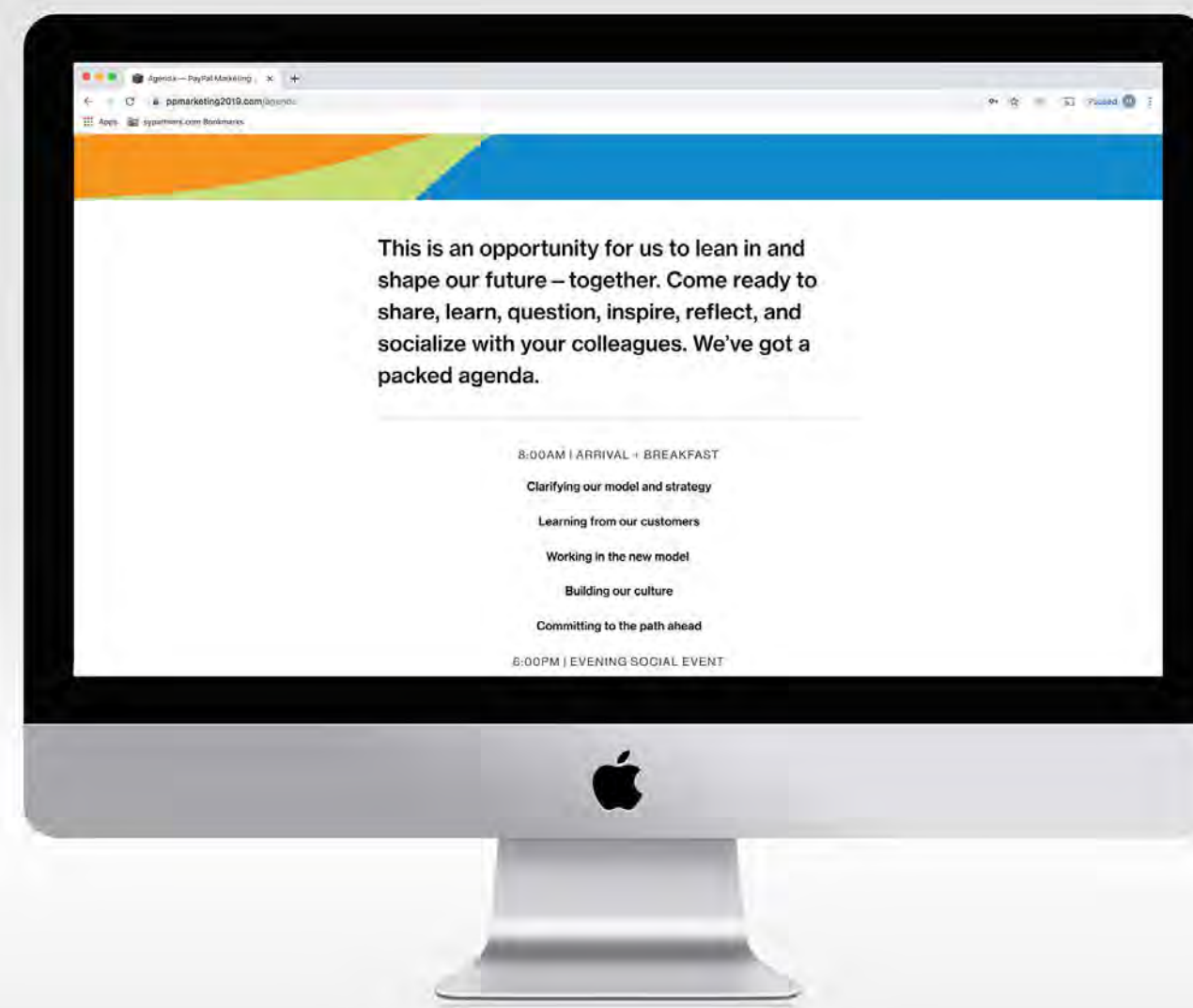
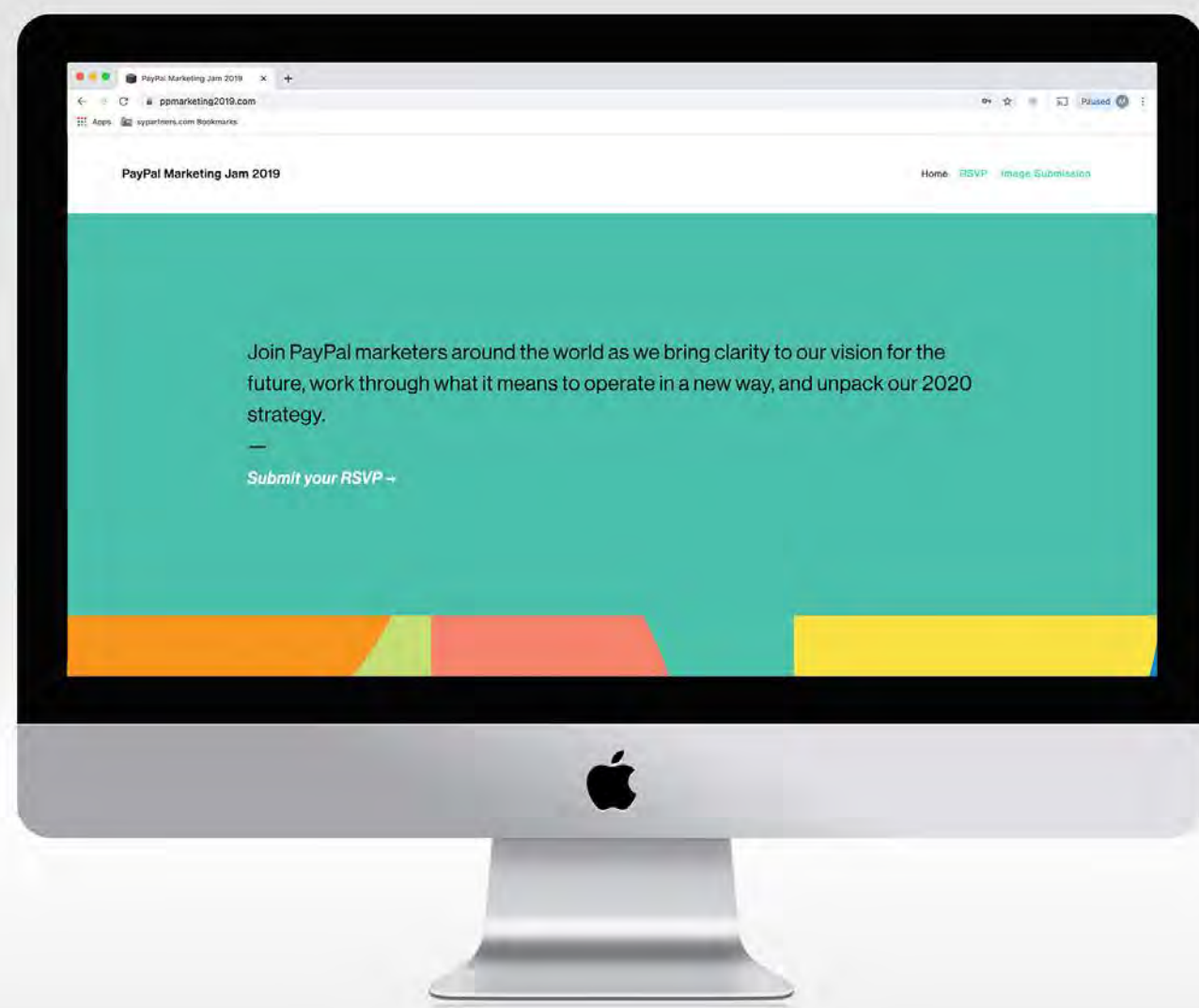


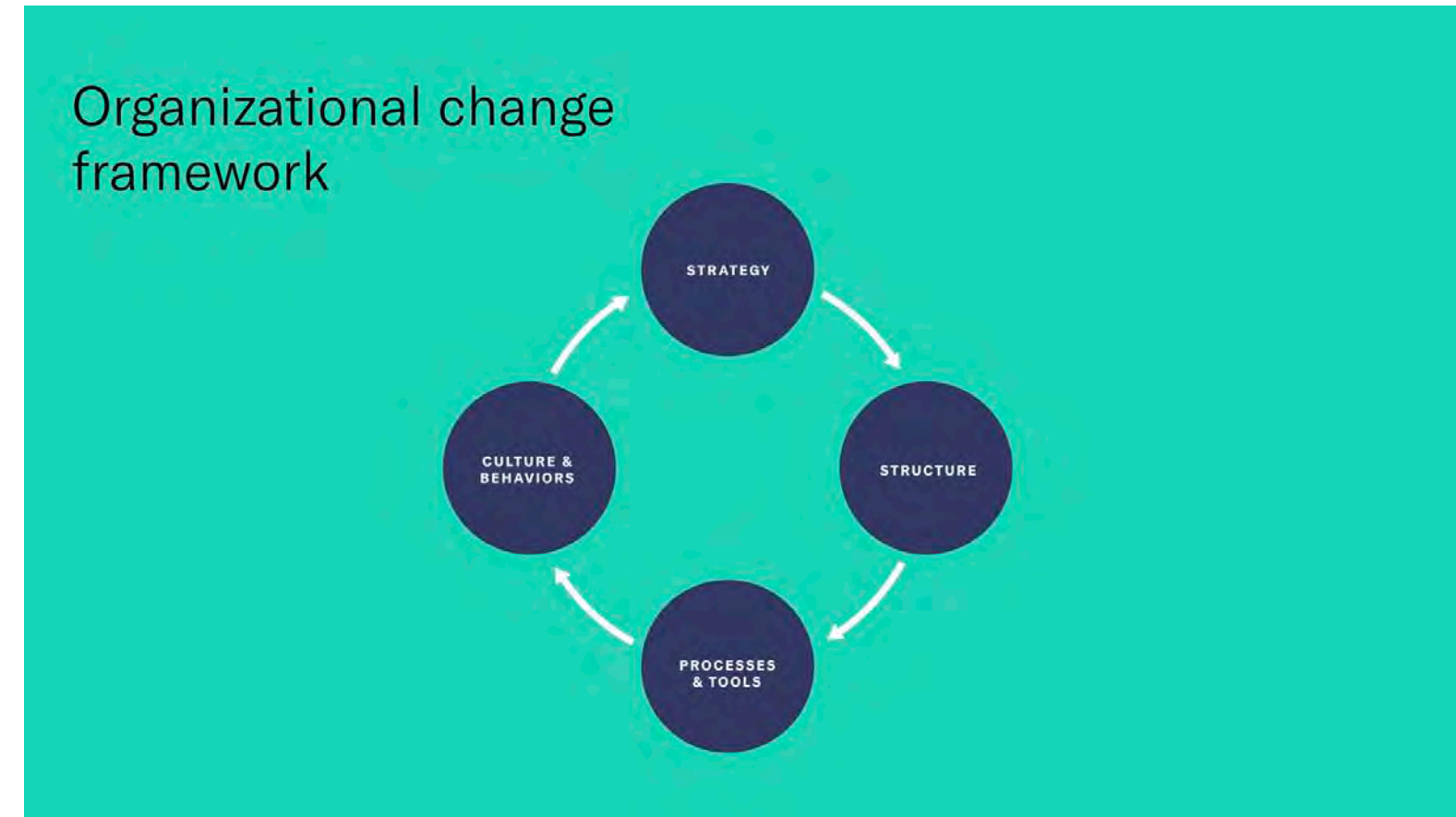
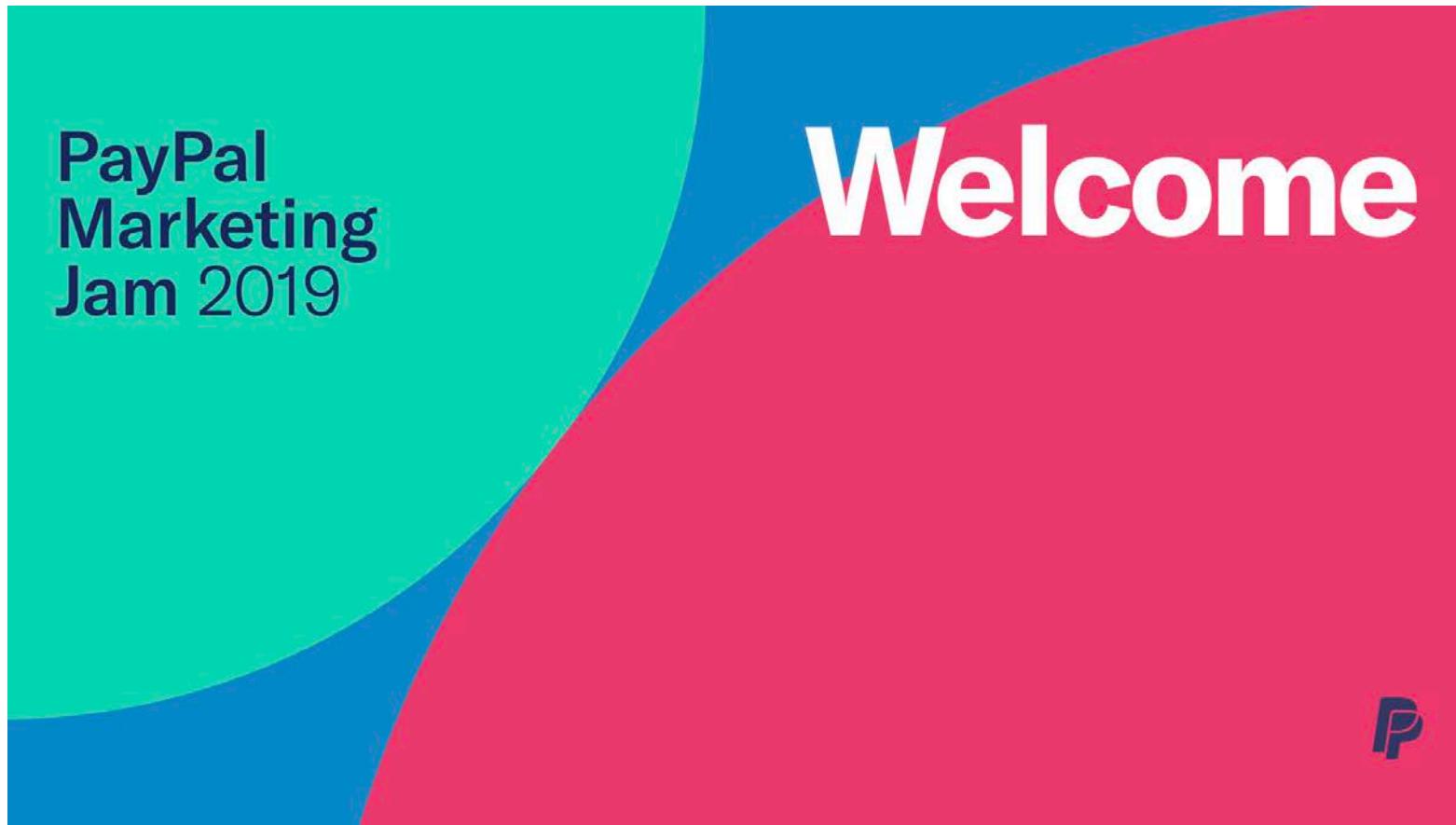
EXIT

PayPal Marketing









Our 2020 Marketing Plan

01-04	01-04	Q3	Q3-04
NETWORK	SOCIETY	BUSINESS	CONSUMERS
<h3>The Magic Button</h3> <p>One amazing, powerful, reliable hard-working button that enables mutual trust between 300 million people, 23 million merchants, and counting.</p>	<h3>Undo Unequal</h3> <p>Applying technology, data and ingenuity to democratize access to financial services and widen participation in the digital economy.</p>	<h3>Digital Onramp to Opportunity</h3> <p>The technology, tools, data, capital, and customers to help businesses of all sizes, anywhere in the world, participate and thrive in the digital economy.</p>	<h3>Hello, Wallet</h3> <p>Make the PayPal and Venmo wallets the beating heart of people's daily financial lives.</p>
<p>Product</p> <ul style="list-style-type: none"> Reimagine branded experiences PPCP (platforms, marketplaces, enterprises and business) REM market expansion Entangled value prop <p>Campaign</p> <ul style="list-style-type: none"> Global Accounts LE co-marketing SB as a marketing channel CBT Donate button for Cause business Giving Every Tuesday Brand campaign 	<ul style="list-style-type: none"> Build the proof points Activate employees Giving Every Tuesday Diverse Founders Channel intelligence for businesses Connecting freelancers Working capital expansion Xoom expansion Venmo donations 	<p>Product</p> <ul style="list-style-type: none"> PPCP (new features) <ul style="list-style-type: none"> Local acquiring APMS Pay with Venmo Pricing and FX improvements Tiered pricing and product rewards <p>Campaign</p> <ul style="list-style-type: none"> Champion independent business Create the largest upgrade cycle in PayPal's history 	<p>Product</p> <ul style="list-style-type: none"> Installments Subscriptions Bill pay <ul style="list-style-type: none"> Tokenized wallet and virtual card Rewards In-person payments All things Venmo <p>Campaign</p> <ul style="list-style-type: none"> Wallet campaign Holiday



Environmental

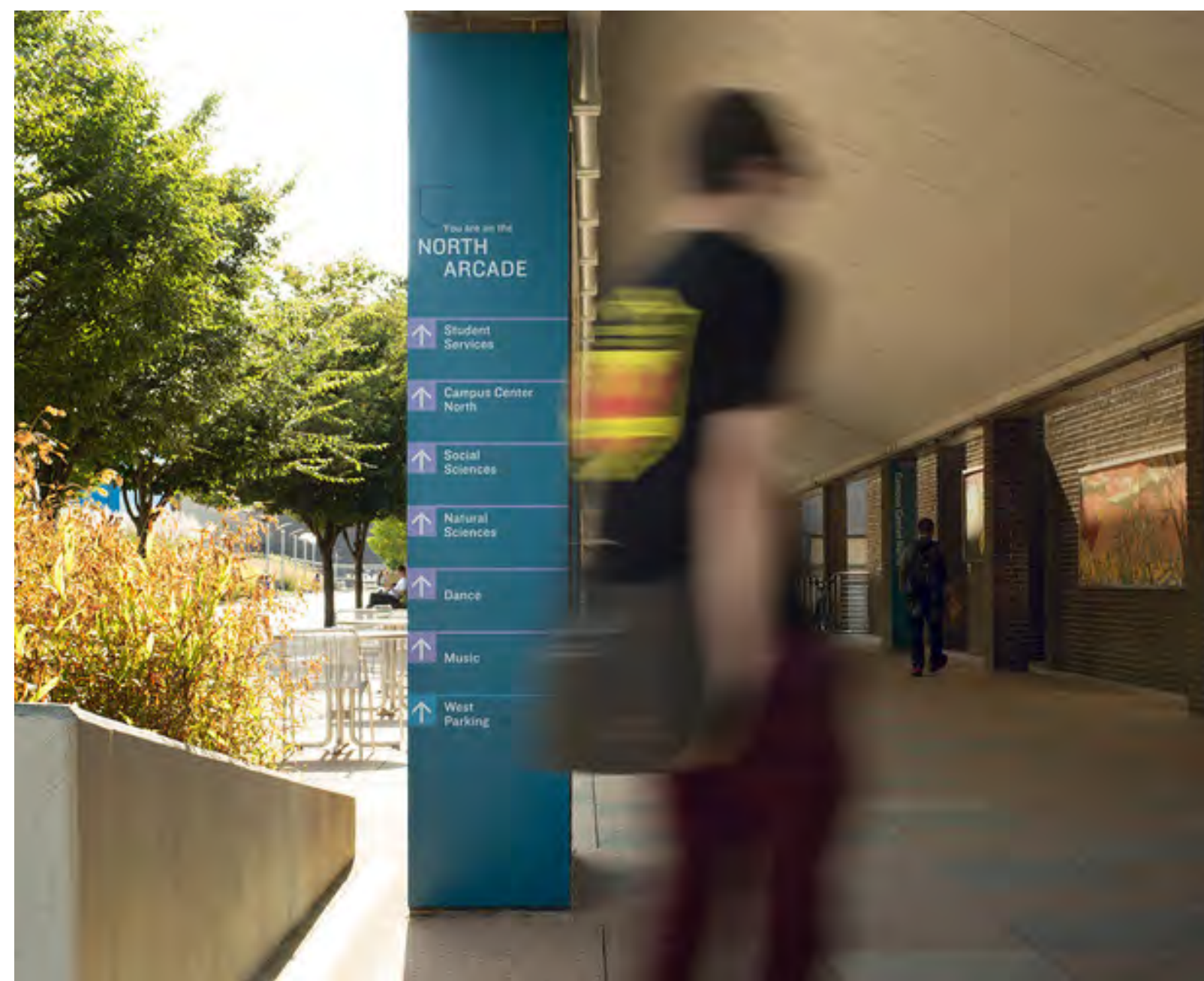
Welcome to
PURCHASE
COLLEGE

SUNY Purchase Campus Wayfinding



Natural Sciences

Dance



NYU LANGONE MEDICAL CENTER

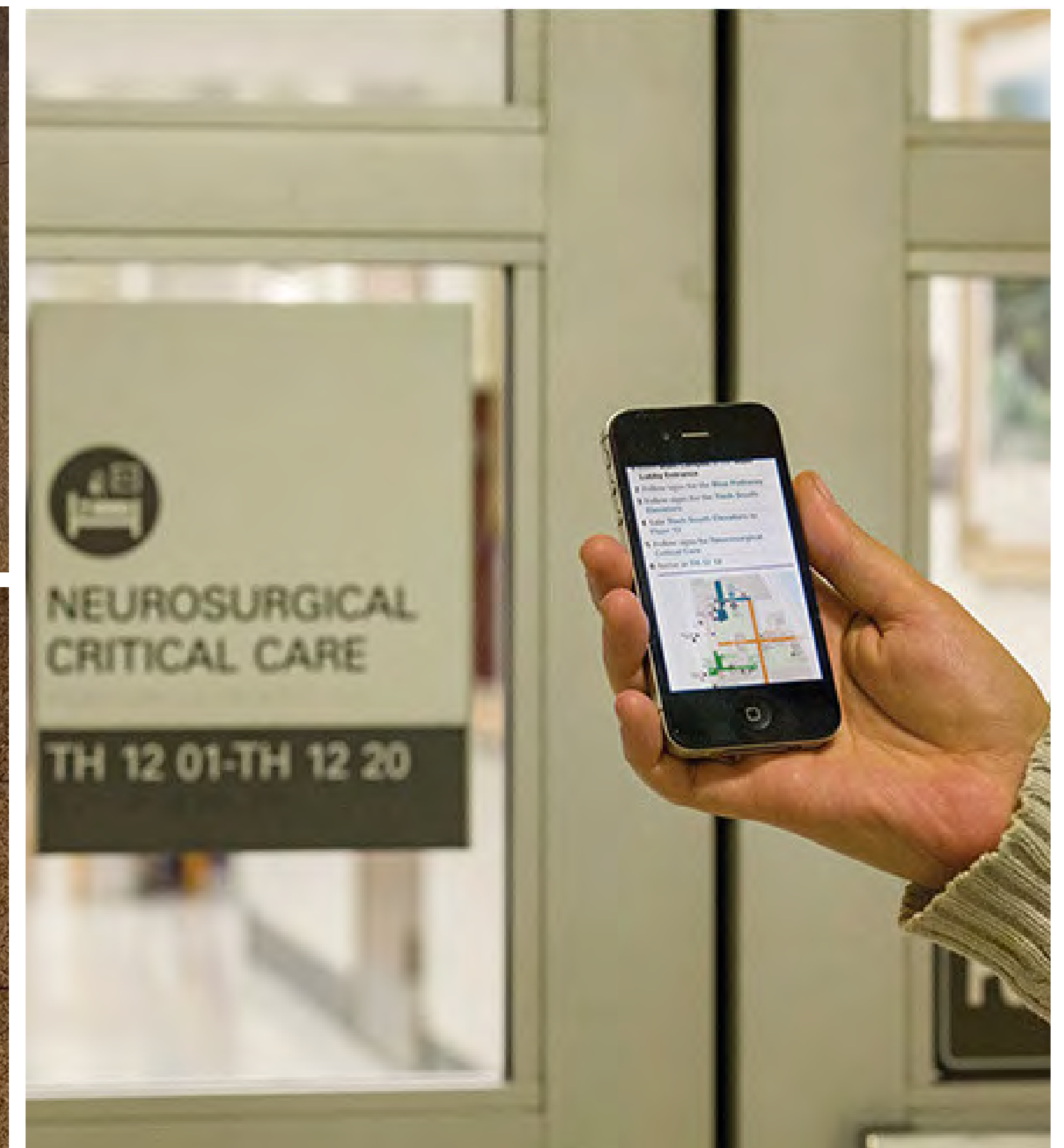
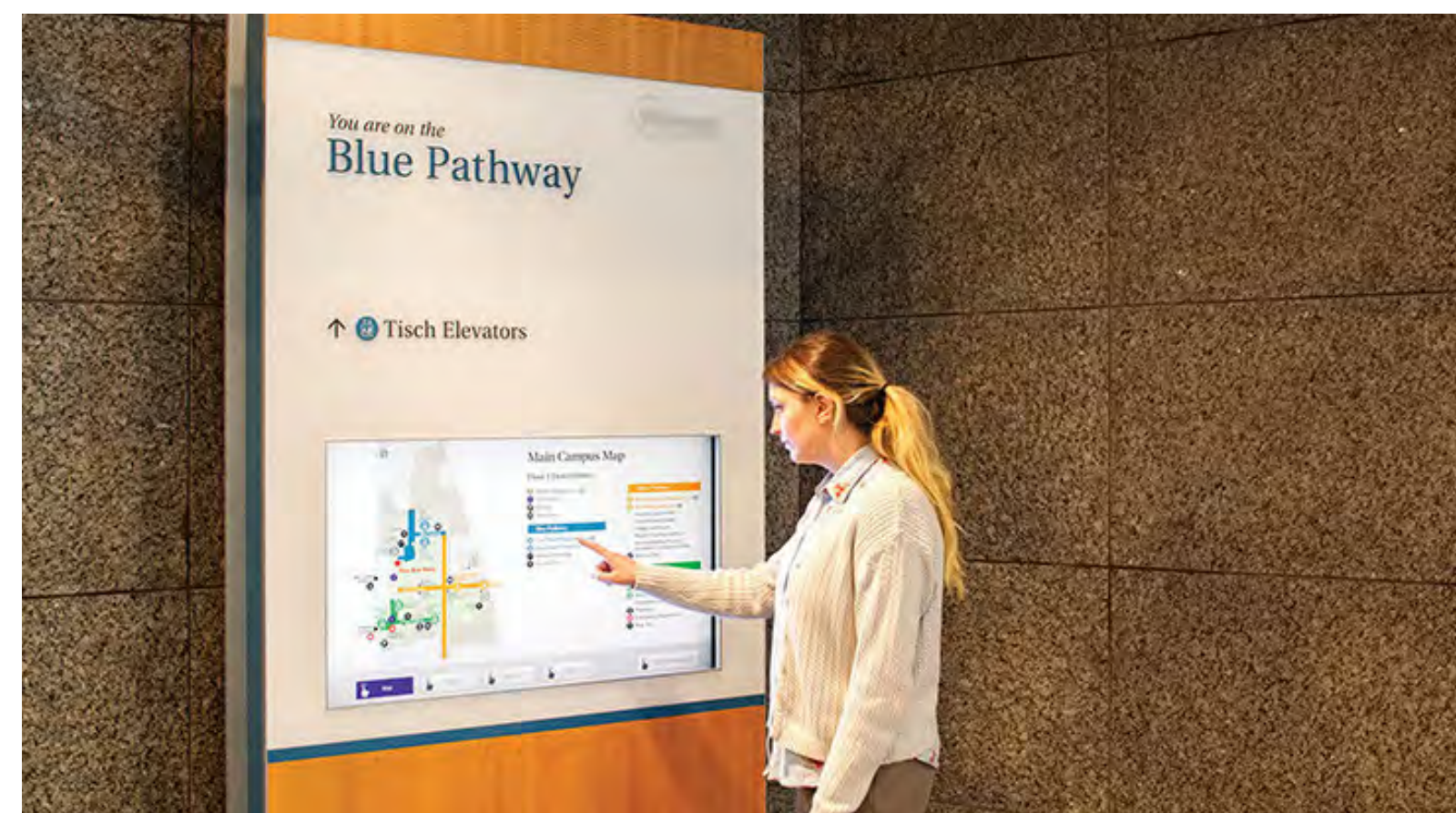
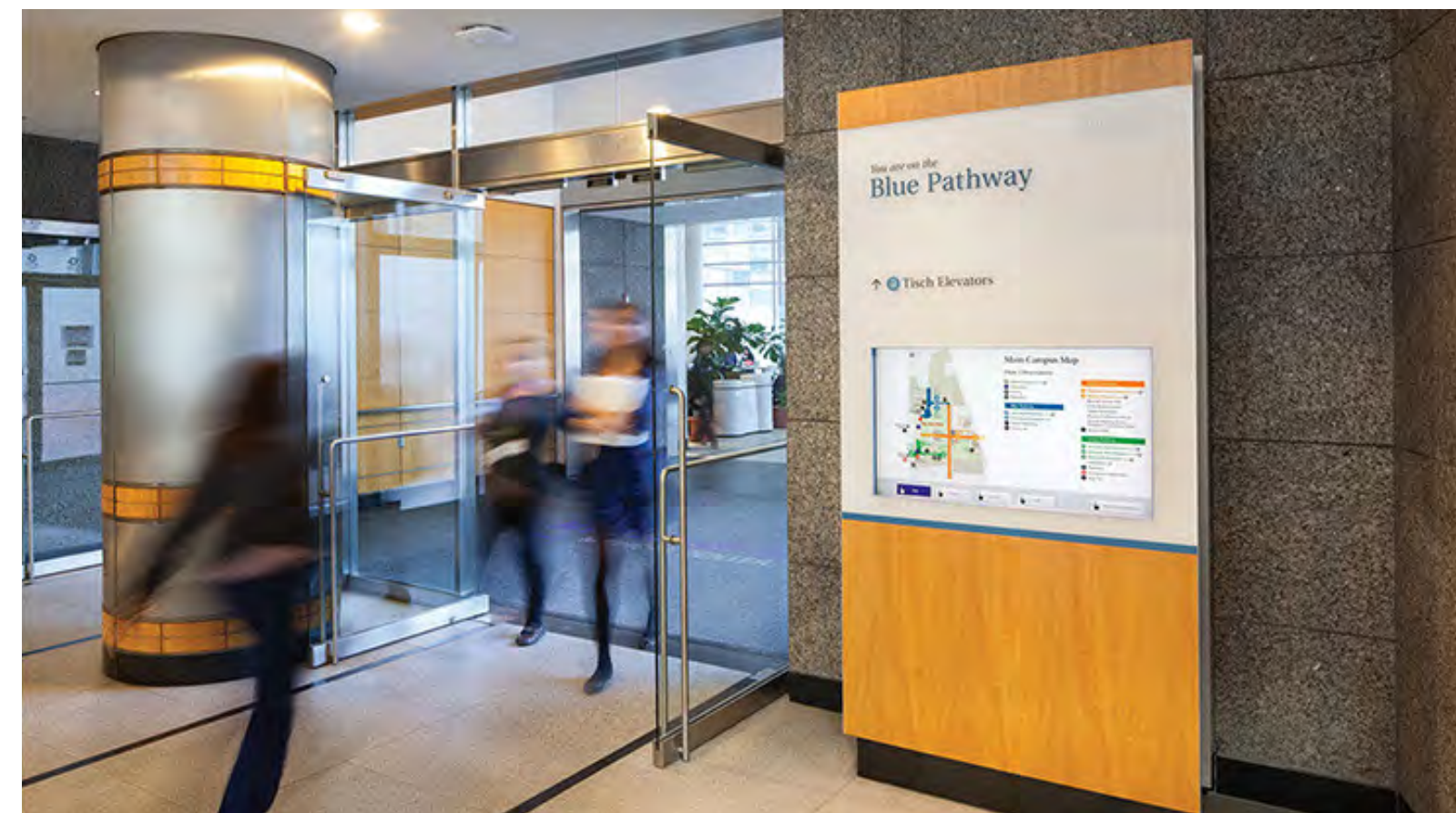
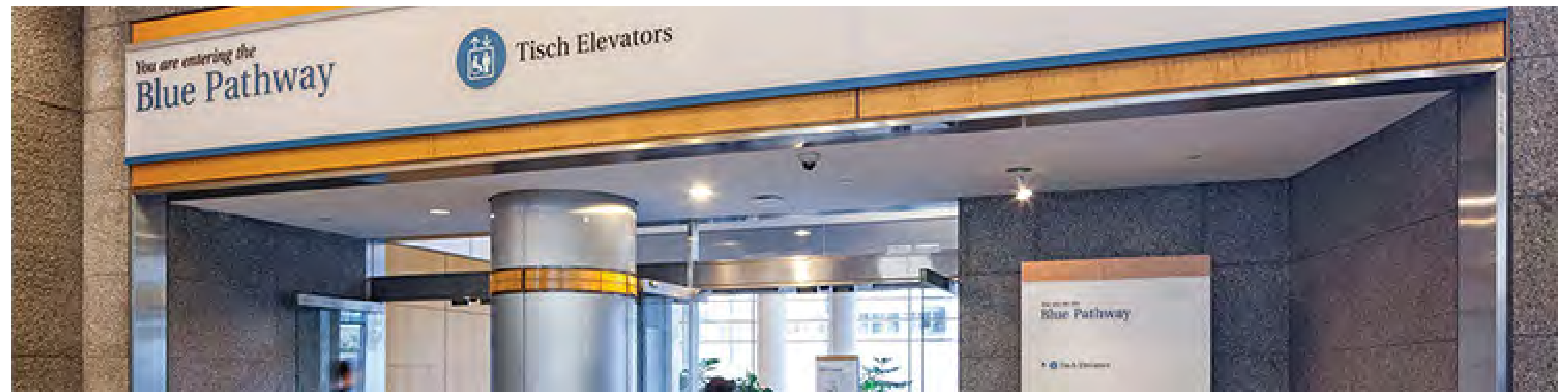
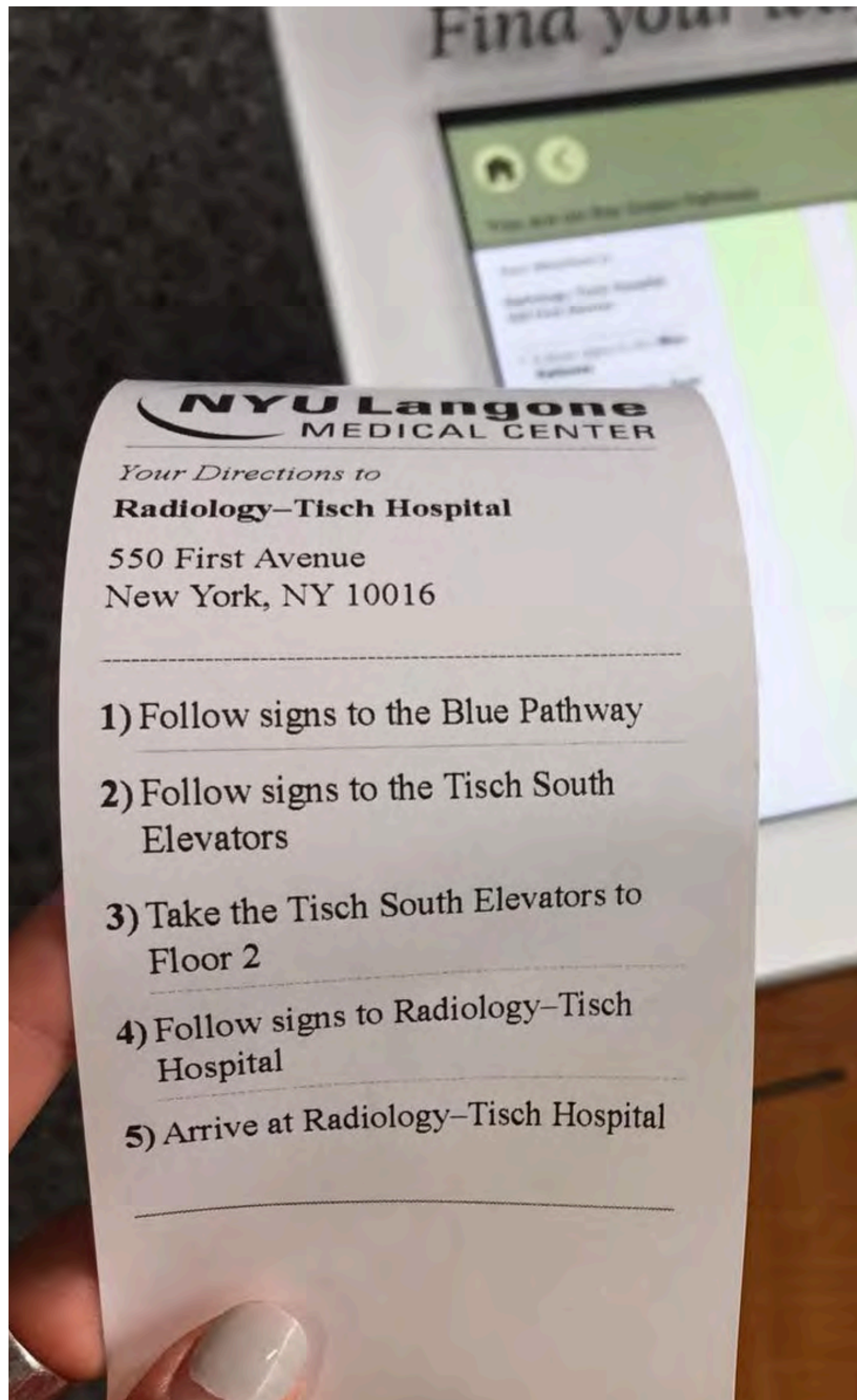
NYU Langone
Medical Center

Main Lobby Entrance

NYU Langone
MEDICAL CENTER

NYU Langone
MEDICAL CENTER

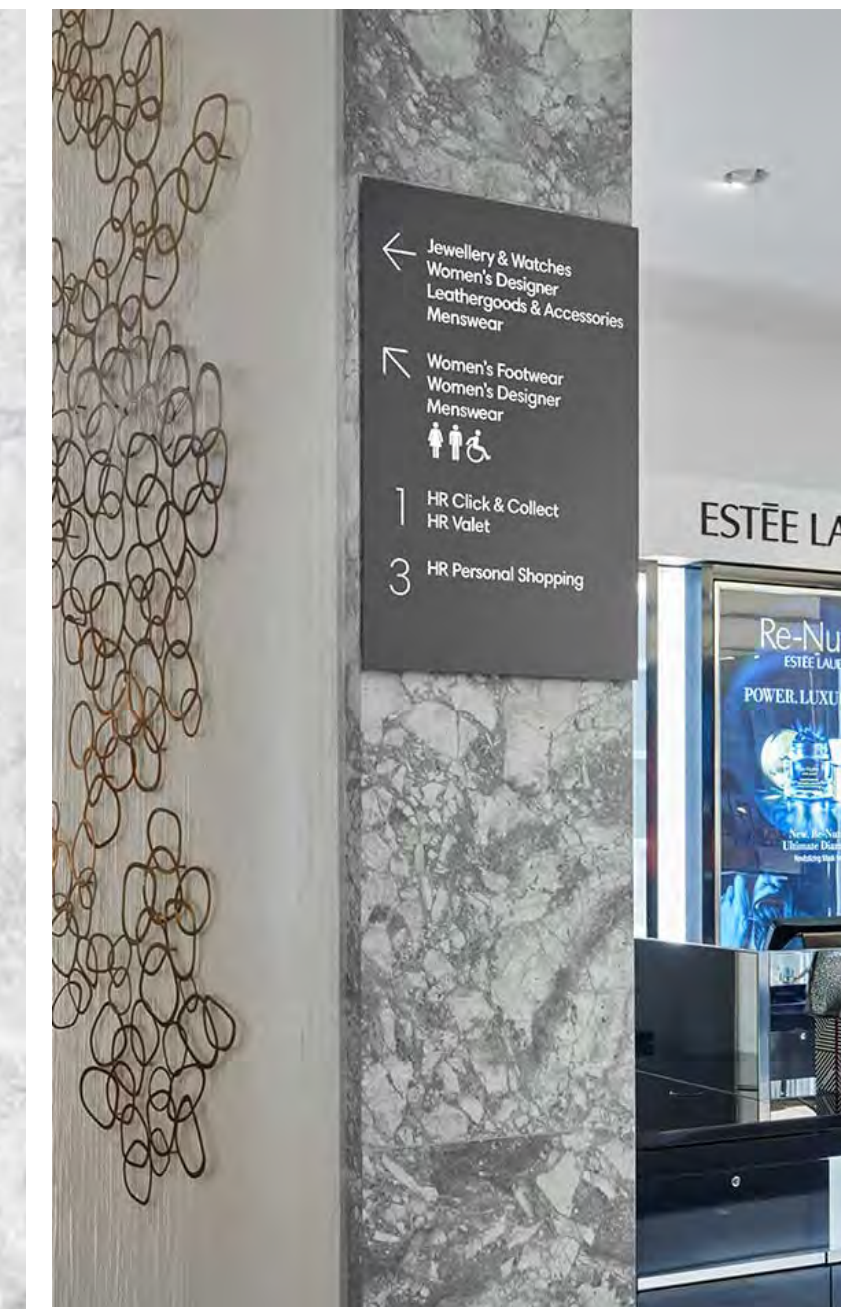
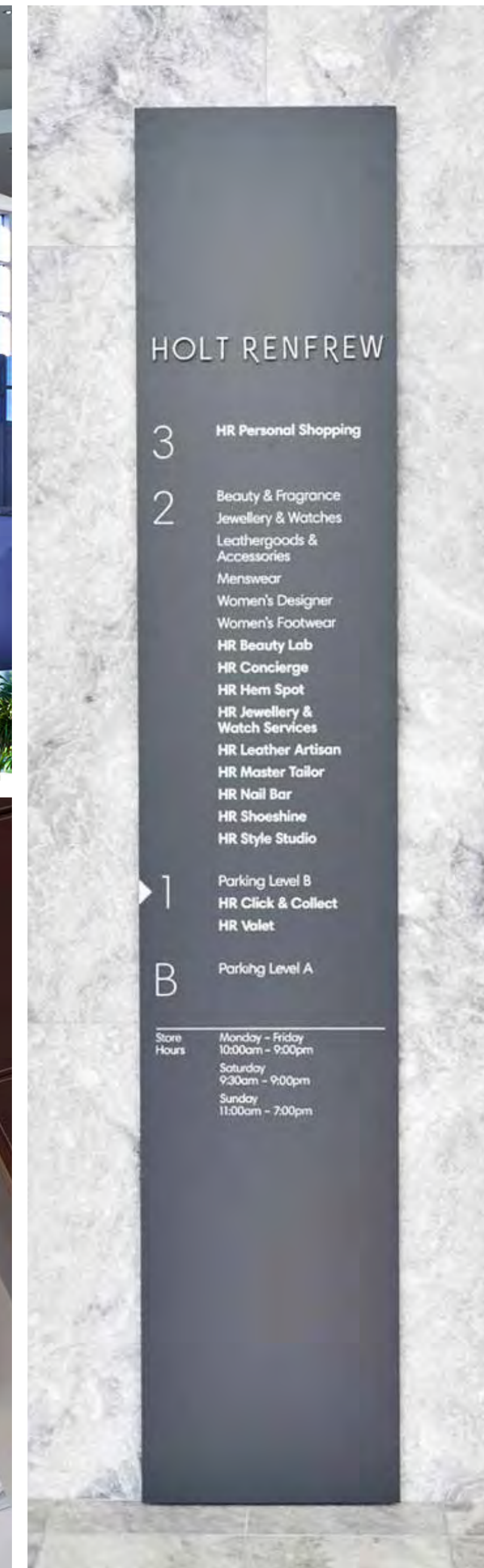






Holt Renfrew

HOLT RENFREW



Google NYC Offices



