

Taking the next step to becoming a McDonald's Franchisee

# Invest in You

ALSO INSIDE:

Expertise for  
everything you need

Timeline: A legacy  
of innovation

**How our training program  
sets you up for success**



Taking the next step to becoming a McDonald's Franchisee

# Invest in You

ALSO INSIDE:

Expertise for  
everything  
you need

Timeline:  
A legacy of  
innovation



**How our training program  
sets you up for success**



# What's inside

3

## Making your mark starts with world-class training

Learn how to build a business and your legacy



4

## Dialogue: Where leaders meet

Grow your network with McDonald's



5

## The mentor behind the counter

Expertise in excellence can help you make your mark



6

## The road to resilience: how McDonald's stayed strong during the pandemic

Uncertain times can be an opportunity for the prepared



7

## Curriculum on the cutting edge

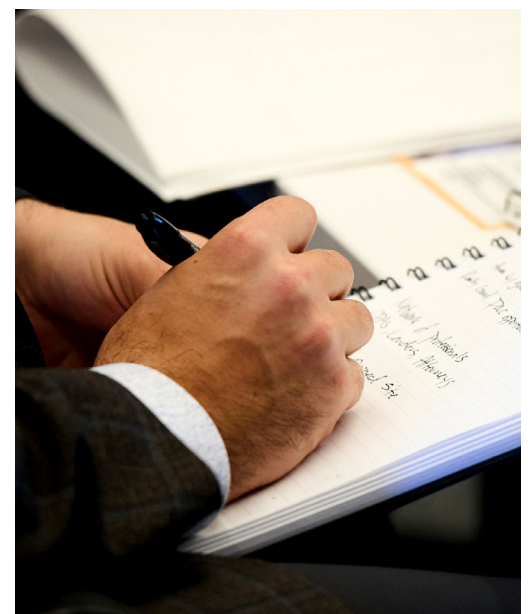
Timeline: A legacy of innovation



8

## A week in the life

See how we can help make training work for you



# Making your mark starts with world-class training



**“It was tough, but I wouldn’t change a thing.”**

Becoming a McDonald’s Franchisee isn’t just about running a restaurant. It’s about being the CEO of a resilient, high-performance business in one of the most demanding industries.

Unlike other franchise models, McDonald’s doesn’t hand you a manual and expect you to figure it out. Our training program immerses you in every aspect of operations and business management.

People who complete our training program not only learn how to operate a McDonald’s, they develop their knack for leadership, hone their financial acumen, and cultivate the strategic thinking needed to build a successful enterprise. The program’s intensity separates McDonald’s from competitors, where training is often minimal and lacks the operational depth required to confer resilience.

Flexibility is built in, ensuring candidates, whether first-time business owners or seasoned entrepreneurs, can train while balancing other responsibilities. But make no mistake: the program pushes candidates to commit. The hours can be long and the coursework demanding.

Yet, time and again, we hear new franchisees say the same thing: “It was tough, but I wouldn’t change a thing.” Because when you own your first McDonald’s, you’ll realize you’re not just running a restaurant, you’re building a legacy and making your mark.





# Dialogue: **Where leaders meet**

RISE is an important part of the McDonald's training program. It's where aspiring franchisees get valuable information about how to assess business opportunities and take the last big step before becoming an owner operator. It's also a time when applicants meet each other and forge the relationships that will help them in their new careers.

In this conversation, **Donte Cleaves** and **Lauren Mitchell**, owner operators in Atlanta, reflect on how RISE sparked not only a strong friendship, but a professional partnership that continues to grow. Their story shows how McDonald's training connects you with the people who'll have your back when it matters most.

**Lauren:** It's funny to think how everything started at RISE. We barely knew each other, and now... we talk almost every day.

**Donte:** It's wild. From that first conversation, I knew you were someone I could build with. And now here we are, sharing wins, solving problems, showing up for each other. I'm so glad you moved to Atlanta.

**Lauren:** You helped make it happen by introducing me to the field office. Running restaurants is no joke. There's always something. But having someone who really gets it makes all the difference.

**Donte:** It's more than just business support. It's trust. If I call, you pick up. If you're dealing with something, I want to help. That kind of connection is important.

**Lauren:** And it's not just us anymore. Our families know each other now. That part means a lot to me. It's community, not just collaboration.

**Donte:** Exactly. We've built something solid. We push each other, we share what's working, we check in. No competition. Just alignment.

**Lauren:** That's the kind of energy people don't always see behind the scenes. But it's a big reason why things work the way they do.

**Donte:** The playbooks are great. But having someone to text in the moment? That's what keeps you going.





# The mentor behind the counter

## Nathan Carter

### Area of expertise:

Leading his team

### McDonald's Franchisee since:

1986

### Favorite part of the training process:

Meeting new people

### Success story:

"I helped a new franchisee get started."

### Fun fact:

Favorite menu item, a humorous anecdote.

### One thing you wish every new Franchisee knew before starting:

Ecto omni idit, te ad eatesci llorem re vel milluptae volumetur.



# The road to resilience: How McDonald's stayed strong during the pandemic

When the pandemic upended business as usual in the spring of 2020, John Carnagio, who owns and operates 12 McDonald's restaurants in the Chicago area, did what many business owners did: he paused to consider the impact on his hundreds of employees. But unlike many business owners, he didn't have to face the uncertainty alone.

**“From the very beginning, the health and safety of our crew came first,” Carnagio recalled. “And the way we came together as a system really made all the difference.”**

In a moment defined by disruption, McDonald's vast network turned into a powerful support system. Communication was constant, transparent, and focused on action. Carnagio and his colleagues shared best practices. Corporate partners worked to make sure everyone in the restaurants had what they needed. A robust supply chain meant that McDonald's had supplies when other restaurants struggled to keep menus the same.

The depth and breadth of McDonald's global organization paid off. While other businesses faced severe disruptions, Franchisees like Carnagio could draw on the power of a well-coordinated global company to keep employees safe and customers satisfied.

By the fourth quarter of 2020, McDonald's reported that it had recovered 99% of 2019 global same store sales.<sup>1</sup> Other restaurant businesses did not recover as quickly.

“We call it the three-legged stool”, Carnagio reflects. Our suppliers, the franchisees, and the company itself all work together. “Looking back on the pandemic, the three-legged stool allowed us to have the safest work atmosphere for our employees and provide a needed service to the communities in which we do business.”

The pandemic was a stress test but it also became a proof concept. Underpinning the scale of McDonald's are the strong relationships and shared values that allow the company to meet challenges and remain resilient in turbulent times.



Pictured:  
**John Carnagio**  
Lombard, IL



# Curriculum on the cutting edge

A visual timeline that shows the evolution of innovation in McDonald's over the decades.

**1963**

McDonald's R&D lab develops the "potato computer," an electrical sensor that determines when shortening reaches the ideal temperature for perfect fries.

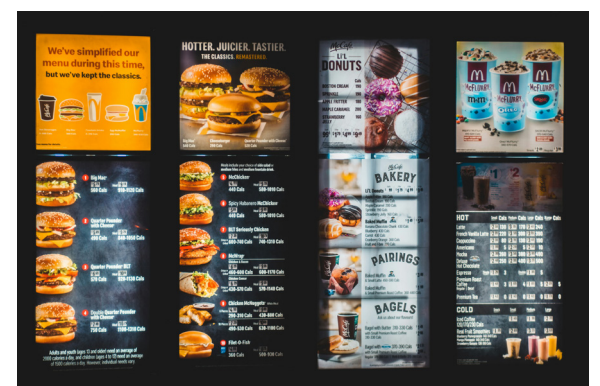


**1975**

First drive-thru opens in Sierra Vista, AZ, requiring state-of-the-art communication technology.

**1975**

Crew members move from taking orders on pad and paper to using the Transactron, an electronic counter system.



**1987**

Tandem menu boards added; now two customers can order at the same time, increasing capacity and boosting sales.

From the drive-thru to QSR technology that provides up-to-the-second insights on operations. See how McDonald's shares their interest in the power of technology in business.



**McDonald’s has a long history of innovation, what recent tech advancement are you most excited about?**

Coreperf erspict aturecerum dolut prate  
prehendites dollace, volor re doluptatio.  
Coreperf erspict aturecerum prate prehendites  
dollace aquost, volor re doluptatio.

**How is technology reshaping the way franchisees run their restaurants today?**

Coreperf erspict aturecerum dolut prate  
prehendites dollace aquost, volor re doluptatio.  
Coreperf erspict aturecerum dolut prate  
prehendites dollace, volor re doluptatio.  
Coreperf erspict aturecerum prate prehendites  
dollace aquost, volor re doluptatio.

**What role does data play in daily operations, and how is it helping drive smarter decisions?**

Coreperf erspict aturecerum dolut prate  
prehendites dollace, volor re doluptatio.  
Coreperf erspict aturecerum prate prehendites  
dollace aquost, volor re doluptatio.

**How does the training program prepare future owners to lead in a tech-forward environment?**

Coreperf erspict aturecerum dolut prate  
prehendites dollace, volor re doluptatio.  
Coreperf erspict aturecerum prate prehendites  
dollace aquost, volor re doluptatio.

**Looking ahead, what emerging technologies do you think will have the biggest impact on the QSR industry?**

Coreperf erspict aturecerum dolut prate  
prehendites dollace, volor re doluptatio.  
Coreperf erspict aturecerum prate prehendites  
dollace aquost, volor re doluptatio.



**2014**

McDonald’s is the first in the quick service restaurant industry to accept Apple Pay in the Drive-Thru.

**2024**

Edge computing is brought to pilot restaurants to give operators a real-time view of operations

**1998**

The Kitchen Video System (KVS) allows food to be prepared with a “just in time” production process. The KVS transmitted orders from the registers directly to the kitchen for the first time.

**2015**

Self-ordering kiosks introduced





# A Week in the Life

Make your mark and make training work for you



From hands-on experience in restaurants to online courses you can complete at your own pace, the training that precedes becoming a McDonald’s Franchisee is critical. Many of the people who go through our program are balancing family and a job while they complete their training. **Lauren Mitchell shares how she made it work and the reward at the end.**

	Morning		Afternoon		Evening	
Sun	Exercise	Family time	Clean playroom	Dinner with mom and dad	P&L unit review	
Mon	Restaurant training	Meet with mentor	Meet with house stager for 300 Maple Drive	Pick up kids from soccer	Complete online accounting unit	
Tue	Exercise	Restaurant operations	Finish paperwork on 300 Maple Drive with county	Talk to mentor about possible restaurant locations		
Wed	Restaurant training	Complete P&L module	Check staging at 300 Maple Drive	Pick up kids from soccer		
Thu	Exercise	Restaurant operations	Errands		Finish food safety module	
Fri	Restaurant training	Meet Smiths at 300 Maple Drive	Meet Taylors at 300 Maple Drive	Study for safety and security review	Parent-teacher conference	Dinner with Bob and the Johnsons
Sat	Exercise	Family breakfast	Soccer game	Finish online module	Movie night	





Take the next step and start your  
journey with McDonald's today

**Apply now**