The 5 pillars of franchise training:
What graduates say

1 Business Acumen

Strategic thinking, playbook, systems knowledge

"My goal was to be a business owner and so I said, 'You know what? I'll let McDonald's show me how to run my own business.'"
– Paul Dias, Franchisee in Tucson, AZ

"I didn't know what an employer tax ID was. I didn't know what kind of insurance I'd need. McDonald's gave me the roadmap."
– Manny Abreu, Franchisee in Atlanta, GA

"As an entrepreneur, I knew a lot about business going into the training, but I learned how to run a business and a restaurant from people who were doing what I wanted to be doing."
– Donte Cleaves, Franchisee in Atlanta, GA

2 Leadership Development

Developing people, ownership mindset, coaching others

"You have to be all in and be ready to work and develop people. The gift of this is to coach, to mentor, and to change lives."
– Steve Samuel, Franchisee in Atlanta, GA

"I held every position from birthday party host to supervisor of five restaurants. That experience shaped how I now lead my team."
Paul Dias, Franchisee

3 Hands-On Learning

In-restaurant experience, learning by doing, operational skills

Hours of restaurant training

20 hours
A WEEK FOR 6 MONTHS

"The first thing they said was, 'Go into the restaurant and learn everything: crew, manager, counter, kitchen.' You live it."
– Lauren Mitchell, Franchisee in Atlanta, GA

"Every situation is different, but being in the restaurant every day gave me confidence. You can't learn that from a book."
– Paul Dias, Franchisee

4 Mentorship from Experts

Coaching, knowledge transfer, guidance from experienced leaders

"From experts in everything from drive-through operations to fellow operators, you're surrounded by people who've done it before and want to see you win."
– Steve Samuel, Franchisee

"The playbook is powerful but it's the people and the experts you meet in training who bring it to life."
– Donte Cleaves, Franchisee

"You're never alone in your training. There's always someone willing to show you the way. I had a great mentor. He was a third-generation operator. He showed me the ropes."
– Manny Abreu, Franchisee

5 A Community of Franchisees

Peer support, shared experience, connection across regions

"The network you build in training is critical. Being able to pick up the phone and ask someone, 'How do you handle this?' That's vital."
– Manny Abreu, Franchisee

"I still keep in contact with people in my RISE class. They're the ones who know what you're going through."
– Donte Cleaves, Franchisee

Read our guide to learn more about training to become a McDonald's Franchisee