

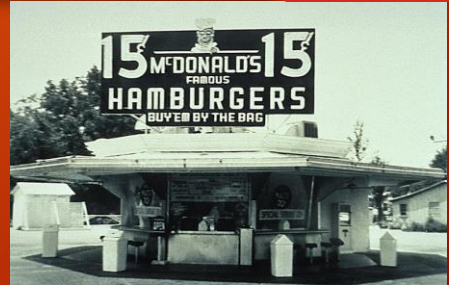
McDonald's
stories



“Talking about organizational culture seems to mean talking about the importance for people of symbolism such as of rituals, myths, stories and legends” (Alvesson, 2002).



Ray Kroc - American Salesman
+
McDonald brothers - Restaurant Owners
=
Efficient business format



Quality | Good Service | Clean Environment | Affordable Prices

“Talking about organizational culture seems to mean talking about the importance for people of symbolism such as of rituals, myths, stories and legends” (Alvesson, 2002).

McDonald's stories are about events which happened in the past of the organization. They are closely related to company values and behaviours which McDonalds already have chosen. In history of McDonalds their success began from the salesman, Ray Kroc who has sold milk shake mixer which could shake 5 milkshakes at the same time to hamburger's restaurant based in California. McDonald's brothers were running there the business in mind that the quality, clean work environment, good service and affordable prices are the most important values in their restaurant (Encyclopaedia Britannica, 2019).

This efficient business format allowed them to produce large amount of food at low prices where the basic hamburger cost only 15 cents and it was around half price cheaper than the competitor's hamburger. Thanks to self-service counter they did not need waiters and waitresses and customers received their meals quickly because food was prepared earlier and warmed up under heat lamps (BBC, 2020).



All these aspects quality, service, clean environment and value become McDonald's mantra when Kroc opened his first franchise restaurant in 1955. The company growth was so phenomenal that in 1996 according to statistics every 3h McDonald's opened new franchise restaurant somewhere around the world always with the same values (PR NewsWire, 1996). Today McDonalds operate more than 35.00 restaurants in almost 120 countries. One of the most famous owners of franchise McDonald's is Queen Elisabeth II when the Crown Estate bought in 2008 retail park in Slough.

Huge Success = Criticism



?



The huge success brought a company criticism as well. The main problem of McDonald's is that it's seen as a place for obese people. Obesity and unhealthy food are factors which have an impact on current and past view on McDonald's. That is why McDonald's reacted and offered special healthy meals as well as vegetarian and vegan burger to their menus. Therefore, company tries to make happy all existing and potential customers (Brandon Gaille, 2017).

The other problem for McDonald's is their low paying job on the basic levels. The company received many complaints about salary and have had many employee's strikes. This factor has created a new slang word for a low-paid and low-skilled jobs and is called McJob. In 2007 McDonald's created a petition to change the dictionary meaning for a company which offers a good career opportunity (Campaign, 2007).

In the late 1990s, McDonald's began to provide self-service electronic kiosks to improve service and reduce the cost of hiring new staff for restaurants. As a result, employees' wages could be higher and McDonald's overall income has also increased (Food Service Equipment, 2019).

Sustainable McDonald's



- McDonald's supports many charities
- Replacing possible plastics into carboard
- Biodiesel fuel from cooked oil

McDonald's would like to be recognized as an eco-friendly and more sustainable company and have an impact in few areas. They support many charities and try to replace any possible plastics into carboard (for example last time plastic straws have been replaced by carboard ones). McDonald's also do not waste cooked oil and transform it into biodiesel fuel which helps to reduce CO2 pollution from their trucks (McDonald's, 2020).

Employee Benefits



- Zero hours contracts
- VS
- Fixed term contracts



- Free meal during the shift
- Unlimited food for full time employees

According to statistics in 2013 90% of McDonald's workforce have had a zero-hour contracts. This way of employment is good for people who are searching for flexible job and they are not obligated to accept any work offered (The Guardian, 2013). Many young people thanks to that decide to work for McDonald's to earn extra money. For these who wants more stable job, in 2017 McDonalds began to offering a fixed term contract with guaranteed hours of work. Employee chooses which contract is better for them (McDonalds, 2020).

To keep their employees satisfied and motivated McDonalds offers wide range of benefits. They are not the best in the industry but the most popular benefits are: 70% discount on a meal per day, free drinks and one free meal per shift, unlimited free food for full time employees and basic benefits which we can find at competitor's offer (Future Fuel, 2019).

SUPER SIZE ME (2004)



- 30 Days Diet
- 5k Calories a Day
- No Exercises

Probably most of you have seen the video “Super-Size Me” where Morgan Spurlock did the experiment where he had 30 days McDonald’s diet. Probably you have noticed that Morgan increased his weight but did you notice that he was eating 5,000 calories a day without any exercises? That is why some people think that the experiment was unfair and not only food but also a lifestyle is important to maintain a healthy life (Independent, 2018).

Beside that McDonald’s is a huge successful company with stories that have been filmed in movie “The founder” and many entrepreneurs dream to achieve at least a bit of their success.

Rituals and Routines



„Routine behaviours - the ways in which members of the organisation behave towards each other and towards those outside the organization

Rituals - the particular activities or special events through which the organisation emphasises what is particularly important”(Mullins, 2016).

Employees:

- Money expectation
- Team working
- Effective communication
- Operating restaurant equipment
- Task prioritization
- How to deal with happy and unhappy customers

Customers:

- Fast service expectation
- Decent quality of food
- Simple and quick ordering
- Cheap prices

I would like to present briefly rituals and routines of cultural web model on McDonalds example.

According to Mullins rituals and routines in organization are behaviours between each member of the organization inside as well as outside the company to other people. Rituals then are activities which are relevant in the organization including formal and informal processes (Mullins, 2016) In McDonalds we can observe that customers expect fast and quick service with a decent quality of food. People who visit McDonald's do not want to spend time and fortune while entering to the restaurant. Simple and quick ordering means satisfied consumers and cheap prices hamburgers and other meals are core of every franchise fast food restaurant (Page, 2018). On the other hand, employees expect money while working for McDonald's but also, they receive skills such as team working, effective communication, operating restaurant equipment, task prioritization and skills how to deal with happy and unhappy customers. Patience and respect to other people are the key to work in McDonald's (Cain, 2018).

I would like to say thank you for your listening and I will pass my voice further.

Reference List



- Alvesson, M. (2002) *Understanding Organizational Culture*, London: SAGE Publications
- Cain, A. (2018) *McDonald's employees share 7 things they learned from working at the fast-food giant*. Available at: www.businessinsider.com [Accessed: 4 March 2020].
- Donohue, A. (2007) *McDonald's campaigns to change OED's McJob*. Available at: www.campaignlive.co.uk [Accessed: 4 March 2020].
- Encyclopaedia Britannica (2018) *McDonald's American Corporation*. Available at: www.britannica.com [Accessed: 4 March 2020].
- Gaille, B. (2017) *31 Important McDonalds Obesity Statistic*. Available at: www.brandongaille.com [Accessed: 4 March 2020].
- Harford, T. (2020) *How McDonald's revolutionised business*. Available at: www.bbc.co.uk [Accessed: 4 March 2020].
- Khan, O. (2019) *McDonald's Employee Benefits Review: Are Their Careers Worth It?* Available at: www.futurefuel.io [Accessed: 4 March 2020].
- McDonalds (2019) *Environment & recycling*. Available at: www.mcdonalds.com [Accessed: 4 March 2020].
- McDonalds (2020) *Your Right to Know*. Available at: www.mcdonalds.com [Accessed: 4 March 2020].
- Mullins, L. and Christy, G. (2016) *Management & Organisational Behaviour*, 11th ed. Harlow: Pearson Education Ltd.
- Neville, S. (2013) *McDonald's ties nine out of 10 workers to zero-hours contracts*. Available at: www.theguardian.com [Accessed: 4 March 2020].
- Page, V. (2018) *What Consumers Want from McDonald's*. Available at: www.investopedia.com [Accessed: 4 March 2020].
- PR NewsWire (1996) *Fascinating McFacts about McDonald's International*. Available at: www.mcspotlight.org [Accessed: 4 March 2020].
- Ritschel, Ch. (2018) *Man loses weight after month-long diet of McDonald's - but experts aren't convinced*. Available at: www.independent.co.uk [Accessed: 4 March 2020].
- Seymour, A. (2019) *McDonald's plans for greater restaurant automation with third acquisition this year*. Available at: www.foodserviceequipmentjournal.com [Accessed: 4 March 2020].