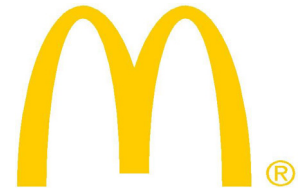


McDonald's Restaurants Ltd.



Increasing opportunities for people development.

Share to inspire

"Investors in People has helped us determine performance across all the aspects of our business and has provided recommendations to help us to improve our performance through our people."

Charlotte Horton - Reputation Officer

McDonald's Restaurants Ltd. is an international household name and a large employer with a wide geographical spread of franchised and company operated restaurants.

Accredited since 1998

Current accreditation - Gold

Why IIP?

As an early adopter, we achieved Gold accreditation against the Investors in People Standard in 2008 and are proud that we have maintained this level of accreditation since.

The insights we gain from Investors in People are used in conjunction with our internal engagement surveys and are invaluable in allowing us to identify opportunities in the business and create recommendations for continuous improvement.

The journey

The online assessment enabled us to gather a wide spread of quantitative data on all areas of the business, giving us invaluable insight and opinions.

Coupled with this, the qualitative data from face to face interviews is very useful, providing us with an in-depth exploration of what our people think and feel and most crucially, why. Having data from such a wide cross section of restaurants and employees helps us get a good overview of the business.

Understanding Performance

The results of the assessment informed us that our strategies for building capability are well embedded and have continued to improve.

Allowing people to realise their full potential and ensuring we have the right people in the right roles have continued to be a focus for the business. This has ensured that promotional opportunities have continued to be readily available to anyone who shows the drive and potential to succeed.

Our awareness of our impact on local communities, the environment and its marketplace remain strong and our people are proud of the strategies in place to manage this.

As well as these strengths, the assessment highlighted some useful opportunities for further improvement and innovation.

Celebrating success

Working with the Standard allowed us to explore areas that are important to us as a business. It has shown that opportunities to develop and progress continue to be highly valued by our employees. Management structures in the restaurants have been reviewed and as a result some leadership responsibilities have been delegated, increasing people's opportunities to develop and demonstrate capabilities.

In addition we have gained a greater focus, helping us to assess areas of the business which are relevant and current to us now. This helps to target specific practices and identify recommendations which we can align with our people plans to ensure we are continuously improving.

