

St. John's Area
McDonald's Restaurants
(Bennett Restaurants Ltd.)

Human Resources

Employee Recruitment &
Retention Strategies



Agenda Topics



1. Introduction

2. Vision & Promise

3. Recruitment Strategies

4. Retention Strategies

5. Questions

50 BEST
EMPLOYERS
IN CANADA
2006
A REPORT ON BUSINESS



Introduction



- 1390 Restaurants in Canada
- Employ approximately 77,000 people

50 BEST
EMPLOYERS
IN CANADA
2006
A REPORT ON BUSINESS





“We're not just a hamburger company serving people; we're a people company serving hamburgers.”

Ray Kroc

Founder, McDonald's Restaurants

50 BEST
EMPLOYERS
IN CANADA
2006
REPORT ON BUSINESS



Vision and Promise



- Goal – to be the world's best quick service restaurant experience
- To reach this we must have the best experience for all McDonald's employees.
- Formalized our beliefs into our People Vision and People Promise.

50 BEST
EMPLOYERS
IN CANADA
2006
A DIVISION OF
REPORT ON BUSINESS



Vision and Promise



People Promise

We value you, your growth and your contributions

People Vision

Our commitment to every employee at McDonald's, to be the best employer in each community.



Recruitment Strategies



- In-store Recruitment Days
- Recruitment Shows
- Employee Referral Program
- Nationally Recommended Recruitment Program

50 BEST
EMPLOYERS
IN CANADA
2006
REPORT ON BUSINESS



Who Works With McDonald's?



- Equal Opportunity Employer
 - All Ages / Genders
- Person-fit-job Strategy
- Career Oriented Training

50 BEST
EMPLOYERS
IN CANADA
2006
REPORT ON BUSINESS



Retention Strategies

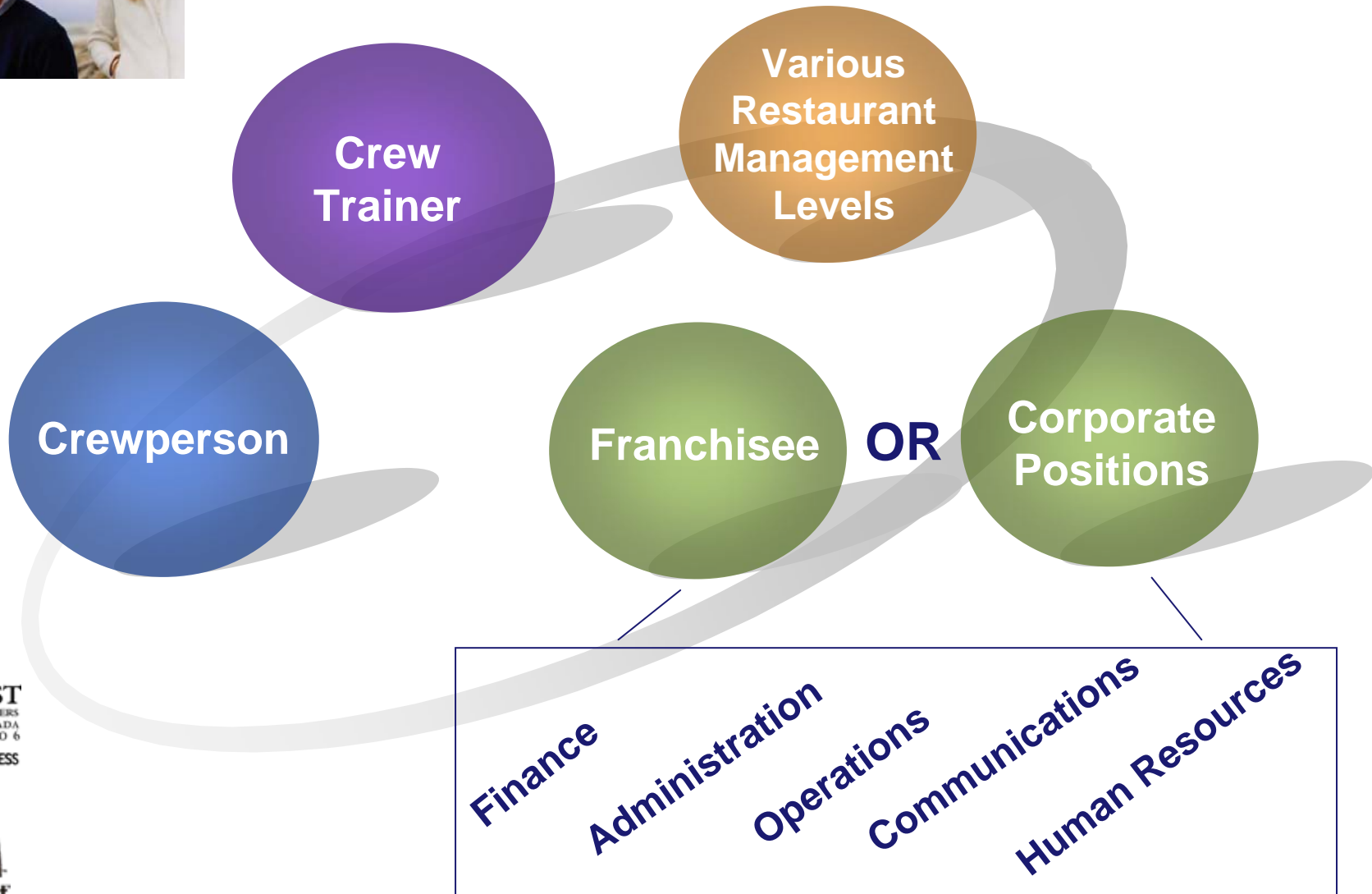


- Pay for Performance Employer
- Regular Performance/Wage Reviews
- Meal Discounts
- Incentive Programs – at all levels
- Employee Appreciation Program
- Scheduled Employee Events
- Service Awards & Recognition
- Management Bonus Programs
- Room for Advancement

50 BEST
EMPLOYERS
IN CANADA
2006
REPORT ON BUSINESS



Career Opportunities Path



50 BEST EMPLOYERS IN CANADA 2006
REPORT ON BUSINESS



Questions



Thank you

50 BEST
EMPLOYERS
IN CANADA
2006
A REPORT ON BUSINESS

