

Work Inspiration Case Study: McDonald's



1. Pilot Name and Location

McDonald's Australia. The Queensland Head Office in Brisbane and three of their stores conducted this pilot program.

2. Lead Employers and their Purpose

McDonald's is committed to offering young people an introduction to the world of work and providing a behind the scenes look at the internal workings of a global corporation. Furthermore, the McDonald's training team recognise that the Work Inspiration program is an important career development opportunity for young people as well as a useful pre-employment tool for future employees. The program exposes participants to the multiple career paths available within their company and its franchises and seeks to dispel the myth that a job with McDonald's is only a short term prospect.

As a global company, McDonald's sees the value in linking with schools; for both its contribution to the

recruitment and learning of young employees, and for maintaining their relationship with young people. Licensees are committed to engaging with local schools and community.

The key contact person for the Brisbane pilot is Nicole Richardson, email contact nicole.richardson@au.mcd.com

3. Students and Schools Involved

Nineteen year 10 – 12 students from three secondary schools (Aspley, Milperra and Everton Park) participated in the pilot. Their selection was not based on academic attainment, but was guided by the perceived potential for them to benefit from the experience. Generally, the students involved were those who were not fully engaged in school life or may have had barriers affecting their academic progress. Additionally, one third of the students were from a non-English speaking background and were currently receiving extra assistance with language and literacy as part of their studies.

4. Partnership Brokers and Evaluator

The McDonald's pilot was brokered and facilitated by The Smith Family Partnership Broker team located at Chermside (Brisbane North and West) and the data and insights necessary to produce this evaluation report was prepared by Nicole Peterman, email contact Nicole.Peterman@thesmithfamily.com.au

In addition, McDonald's and the Partnership Brokers produced a highly informative video of the pilot experience <http://www.youtube.com/watch?v=eiHPYZfBg2s>

5. Pilot Summary

The students participated in a three day program in February 2013, with each day being dedicated to one of the three Work Inspiration Insights. They began by completing a brief personality profile which was then contextualised by being shown how their skills potentially fit within the McDonald's organisational structure and varying departments. This process was scaffolded in such a way that throughout the program, it allowed students to have personalised discussions with staff on their own personalities and how this has helped them build a career and life story.

Students had the opportunity to tour McDonald's headquarters and three stores, taking part in numerous career conversations with staff from all levels within the company. One of the key activities between these conversations involved a product design challenge that encouraged the students to apply knowledge gained from discussions with the marketing and product development team. At the conclusion of day 3, students were required to present a career storyboard of an employee they found motivational in helping them to discuss and solidify their experiences and learning during the Work Inspiration program.

6. Key Successes and Success Factors

- ▶ The students particularly enjoyed learning about behind the scenes, and meeting and communicating with new people and learning about their career stories.
- They also enjoyed the food! "Getting to look behind the counter at Macca's and meeting people in different jobs was great", "Seeing how the operation works, finding out about our personality and the free food were the things I liked best".
- ▶ 90% of student evaluations revealed that young people strongly agreed or agreed that the Work Inspiration pilot program had enabled them to learn how careers develop, and that they were impressed by the range of careers on offer. More than 65% of students believed that the experience had encouraged them to set goals or aspirations for the future and improved their motivation to do well at school.
 - ▶ The teachers agreed that the program had been helpful to their students career planning and that it should be an integral part of career development for young Australians. Mention was made of how Work Inspiration could be used as a lead into Senior Education & Training (SET) planning, VET Structured Workplace Learning placements and subject selection. The teachers strongly agreed that the career conversations added a useful perspective to careers education, which can't be so effectively gained at school.
 - ▶ The employees at McDonald's agreed or strongly agreed with the value of the Three Insights tools. Supervising staff felt it was a worthwhile experience and that the young people seemed inspired by the range of career options in the industry and that they would recommend Work Inspiration over traditional work experience.

"It should be an integral part of career development and it is a program that we as employers can lead and resource, with the contribution of schools and teachers," Nicole said.

7. Key Learnings

For next time: local application

- ▶ Restructure the program to run over two days and take on board teacher and student feedback to make the first day a little more fast moving and hands-on.
- ▶ With appropriate support, young people from a mix of different academic and cultural backgrounds can work together, present and construct informative career boards on the career journey stories of employees.
- ▶ It is clear that a program held in a location without access to Head Office would need to be structured differently.
- ▶ The production of an informative video is a valuable way to document and share the learnings of a pilot program within that organisation and to other potential lead employers inside or external to the industry of the pilot business.

The long term future of Work Inspiration: national

- ▶ McDonald's are committed to Work Inspiration and are happy for the video to be used as a way of promoting Work Inspiration to other employers. They felt that companies who value people development will find strong relevance in the program. McDonald's is an important corporate champion of Work Inspiration and their story must be shared.

- ▶ The McDonald's video (available on YouTube) reveals that a valuable by-product of the Work Inspiration experience in their company was the impact upon their own staff.

"Staff were buzzing, excited and so much more enjoyed Work Inspiration than traditional work experience. The students found greater ownership and built stronger relationships with staff and they learnt about themselves and we learnt a great deal about what they are thinking".

8. Special Feature

Teacher feedback, supported by a number of student comments, indicates that the Work Inspiration pilot proved to be a very helpful vehicle for **Culturally and Linguistically Diverse** (CALD) students to both **improve their English oral language** and **learn about Australian workplaces**.

"Students gained the confidence to meet and mix with Australian kids. Their English oral language skills improved and their understanding of the structure of a major Australian workplace increased".

9. Recommendations to National Partners

- ▶ Use the McDonald's video to promote Work Inspiration to other larger corporate in Australia – it contains strong and clear messages.
- ▶ Highlight the value of Work Inspiration as a means of enthusing employees of a corporate about the future of work experience and exposure and to be creative in the design of programs. This is both timely and relevant given the development of the year 9/10 Work Studies syllabus of the new national curriculum.
- ▶ Explore and promote the value of Work Inspiration in enabling CALD students to learn within the workplace with other Australian students and employees, and how language, cultural and economic understandings can be enhanced.

10. Reflecting Upon the Evaluation

A pilot and its documentation that is the hallmark of servant leadership. The McDonald's staff were well briefed and supported. The schools and lead employer collaborated well in the implementation and review of the pilot. As shown in the Pilot video, the Partnership Broker team truly wanted the partners, especially the young people and the business to star!