

The 5 pillars of franchise training:

What graduates say

Business Acumen

Strategic thinking, playbook, systems knowledge



66 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

"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

"Our training has the benefit of a global brand that's taking the best practices from all over the world and helping us apply trusted techniques in our restaurants." - Manny Abreu, Franchisee in Atlanta, GA

2 Leadership Development

Developing people, ownership mindset, coaching others

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

"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



Hands-On Learning

operational skills

In-restaurant experience,

learning by doing,

training

Hours of restaurant



day gave me confidence. You can't learn that from a book." - Paul Dias, Franchisee

"Every situation is different, but

being in the restaurant every



The first thing they



"From experts in everything from drive-

Mentorship from Experts

Coaching, knowledge

transfer, guidance from experienced leaders

- Steve Samuel, Franchisee

through operations to fellow operators,

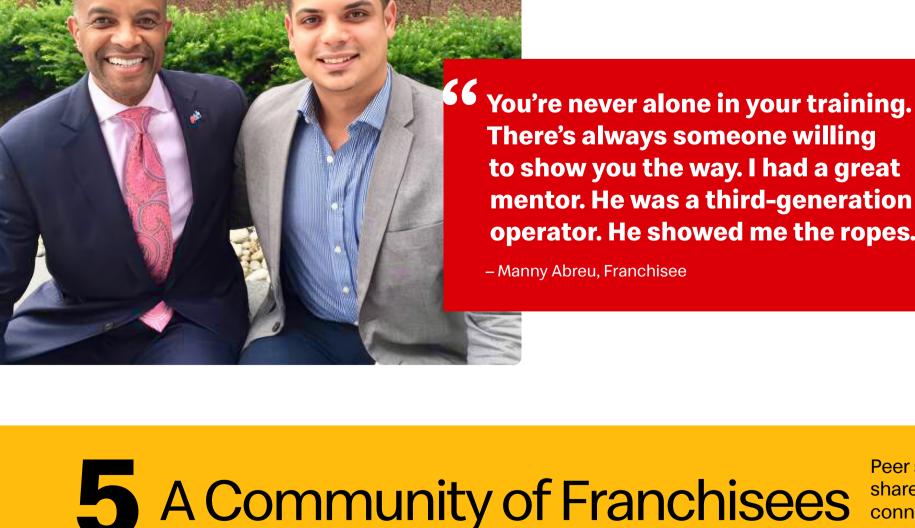
it before and want to see you win."

you're surrounded by people who've done

the people and the experts you meet in training who bring it to life." - Donte Cleaves, Franchisee

"The playbook is

powerful but it's



mentor. He was a third-generation operator. He showed me the ropes." - Manny Abreu, Franchisee

"The network you build in training is critical. Being able to pick up

Peer support,

across regions

connection

shared experience,

the phone and ask someone, 'How do you handle this?' That's vital." - Manny Abreu, Franchisee

66 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