



# The McFreedom Secrets Workshop

The day in summary

Morning: Focus on Clarity - your Destination and Route Map

## Planning

**McDonald's invest a LOT of time and money in planning - it's the first of our 4 Foundations**

- We start with you - because that is where it all starts. If you don't know where you're going, nobody else has a chance.
- We make sure you're absolutely clear about your destination - your big vision, your ideal future.
- We help you to get focused on the 4/5 key Focus Areas for your business
- We then start to look at your route map - how you're going to achieve your Vision. We begin to plot what you will achieve in your next 3 years - by the end of this financial year - by the end the next 90 days

Afternoon: Focus on Simple, Logical and Repeatable

## Process

**Getting past the word and the misconceptions, to make your life easier**

- We help you to understand your Customer Journey are you 'Easy To Do Business With'?
- We introduce you to the concept of 'The Way We Do Things Round Here', and give you a practical tool for developing Simple, Logical and Repeatable processes within your business

## People

**Building a high performing team requires good people who are well trained**

- We share the ABC of Training with you - the McDonald's method for both initial and ongoing training

## Performance

**The keystone of The McFreedom System™ and the one most often forgotten**

- We look at how you're currently giving feedback to your team - how you're measuring and managing their performance
- We introduce the concept of Critical Success Factors and the Business Dashboard
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The day is very interactive, with exercises designed to aid your understanding and embed your learnings; giving you tools to implement immediately when you return to your business.

At the end of the day, you'll leave us with:

- Real clarity around your destination, your key focus areas & how to plan effectively
- A good understanding of 'The way we do things round here' and how to keep it Simple, Logical and Repeatable
- A simple template achieving consistency
- Building blocks in place to build your High Performing Team

AND we'll have a lot of FUN doing it!