A Common Sense Approach to Inclusion

Presented by Wendy Lewis
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McDonald’s
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A CONVENTIONAL APPROACH TO DIVERSITY & INCLUSION

Diversity
Who Our Workforce Represents

Inclusion
How We Make Them Feel

Diversity & Inclusion
Together Create a Healthy Ecosystem for Employees to Thrive
THE APPROACH – A TALE OF TWO COMPANIES

Basic Diversity & Inclusion

Diversity IS Inclusion
MCDONALD’S GLOBAL DIVERSITY FRAMEWORK

Global Diversity, Inclusion & Community Engagement

"Diversity Is Inclusion" A Velocity Growth Driver

"Diversity Is Inclusion" is a seismic and bold value proposition where EVERY individual feels their culture, identity, and experience are valued and respected.

The Business Impact of Diversity

Higher returns for companies in the top quartile for racial/ethnic diversity on executive teams

Higher returns for companies in the top quartile for gender diversity on executive teams

33%

21%


Our Global Diversity Framework

Achieve Business Impact

Velocity growth

by embedding the "Diversity Is Inclusion" mindset

Diversity is the inclusion of race, gender, culture, identity, age, religion, and ability within the experience and the expression of being valued and respected.

across our key stakeholders.

Employee | Owner-Operators | Consumers | Suppliers | Community Partners

Deep dive within our culture pillars

Customer Obsessed | Better Together | Committed to Lead

to shape business outcomes.

Close to customers | Enhanced brand trust | Access to the best talent | Access to the best suppliers | Increased employee engagement | Greater innovation

*Nationwide diversity within global organization and culture. This diversity should reflect the diversity of our environment.*

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BEFORE IT’S A THING, IT’S HERE.

NATIONAL RESTAURANT SHOW.COM
BLACK & POSITIVELY GOLDEN CAMPAIGN VIDEO
SOLUTIONS

Three Essentials for a Comprehensive D&I Strategy

Top Down
Senior Leadership Engagement

Bottom Up
Engage Employees

All Inclusive
Accountability and Inclusion at all levels
“Gender balance and diversity makes McDonald’s stronger... We’re committed to inspiring workplaces where everyone – from crew to c-suite – is equally supported and empowered to realize their full potential.”

- David Fairhurst, Global Chief People Officer, McDonald’s
ESSENTIAL TWO: EMPLOYEE VOICE

Change how people work

Change the Culture

Change What a Successful Career Looks Like

Change the Support

Maria Contreras
Crew Member

I feel really supported and I feel proud of myself because now as a young woman you get to inspire other young women to continue to better themselves and find new opportunities.

Phyllis Cheung
CEO, McDonald’s China

I believe that being a woman is neither an advantage nor a disadvantage. It is important that each individual is given equal opportunities for development. Never underestimate what you can achieve. Do Your
ESSENTIAL THREE: A HOLISTIC APPROACH TO CULTURE

Start at the top of the organization

Accountability
Every Level Must Take Action

Include the core

Employees
Supply Chain
Owner/Operators
Customers/Consumers
Community Partnerships
BRINGING IT ALL TOGETHER - KEY TAKEAWAYS

Make it work for ALL your employees

Start at the top and get commitment from the C-Suite and Leadership

Elevate the voices throughout the organization

Embed into the culture, practice at all levels, and create accountability
Solutions Provider to Achieve Gender Equity in the Food Industry
For More Information visit our website at:
www.wff.org