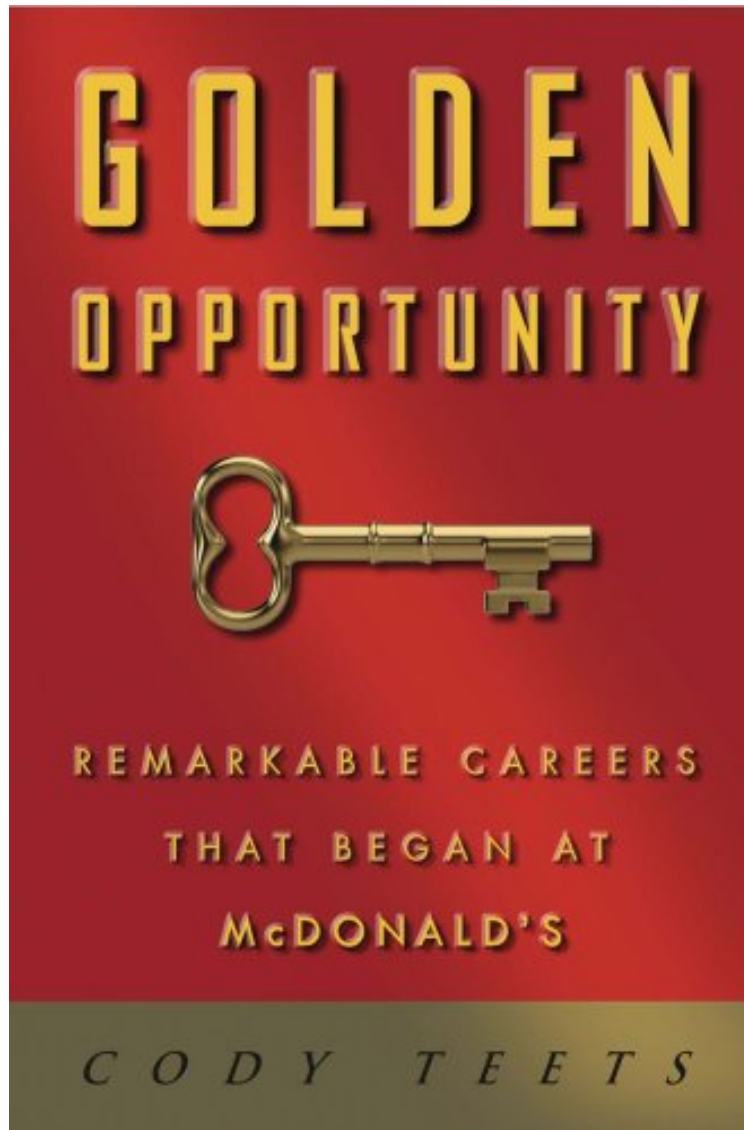


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Golden Opportunity: Remarkable Careers That Began at McDonalds

Cody Teets

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Cody Teets : Golden Opportunity: Remarkable Careers That Began at McDonalds before purchasing it in order to gage whether or not it would be worth my time, and all praised Golden Opportunity: Remarkable Careers That Began at McDonalds:

3 of 3 people found the following review helpful. An astonishing book full of hope and inspiration!By EuclidAve"Golden Opportunity-Remarkable Careers That Began At McDonald's" is a very well-written and

fascinating debunking of the "McJob" myth describing how some of America's most successful public figures, including Jay Leno, Jeff Bezos, and Andie MacDowell learned essential job skills under the golden arches. They, and so many others, started at the bottom, preparing French fries and mopping floors. Most importantly, they learned from McDonald's that hard work, persistence, and a positive attitude were keys to living the lives they wanted. These success stories are not limited to public celebrities. Carla Harris, who today is a managing director at Morgan Stanley, author, and motivational speaker started at McDonald's at age 16. She continued working there even after being accepted at Harvard University. Steve Plotkin, who is now president of McDonald's West division, started working the soda machine at a McDonald's in Milwaukee, Wisconsin at age 15. Kyong Kapalczynski was a native of South Korea married to an American soldier when she came to America for the first time in 1989. McDonald's gave her chance, in spite of her halting English. Her determination, and encouragement from her managers combined to create a true American success story. Today she owns four McDonald's restaurants in Missoula, Montana. I discovered that McDonald's has a powerful "we take care of our own" corporate culture that encourages the advancement and growth of its own employees. If you are prepared to work hard, McDonald's is prepared to reward you. No, you won't go from mopping floors to running a division overnight--but McDonald's can be a very rewarding lifetime career that leads to ownership and, yes, a substantial income. My two teen-age daughters are reading "Golden Opportunity" now. I want them to understand that success does not come from being on reality TV, but rather from the reality of hard work with an organization that is invested in your success. As our nation struggles with recession, failing schools, and the loss of hope, "Golden Opportunity" is an inspiring reminder that the determination that led to the accomplishments of my father's generation can open doors for my children and for anyone willing to walk the walk.

1 of 1 people found the following review helpful. Great story about the impact of McDonald's on so many people. By Michael D. Grice Golden Opportunity is a great collection of success stories that all share the same common denominator: each of the 44 people profiled in the book got their start in life working at McDonald's. It is not a coincidence that they share this common beginning. The book portrays a wide variety of individuals who have risen to impressive levels of success in their professional careers. Some are still with the Golden Arches, but many are not. Their stories show how their commitment in their life and profession can be traced directly back to the lessons that they learned while grilling hamburgers or making milkshakes in the vibrant culture that is the backbone of the company. It is a great read, and I highly recommend it!

5 of 6 people found the following review helpful. The Extraordinary Long-Term Value of Working at McDonald's. By Dan Coughlin With her book, Golden Opportunity, Cody Teets set out to make a point. She wanted to make a case that working at McDonald's is not a dead-end job where you spend your life flipping burgers. She wanted to show that working at McDonald's is a place where you learn valuable insights on how to be a success in many different careers both inside and outside of McDonald's. Teets made her point extremely well. I believe that reading autobiographies can be an extremely powerful way to learn practical ideas on how to be an effective business leader. I'm not nearly as interested in what people's lives are like when they are at the top of the business mountain. I'm much more interested in knowing how they were able to move up the mountain. This book provides more than forty autobiographical stories of what it was like working at McDonald's from the 1950s to the 21st century. Each of these authors tell detailed stories of working at McDonald's, what they learned and how they learned it, and how they used those insights to build extraordinary careers in multiple fields. Some of these authors are famous (Jay Leno, Jeff Bezos, and Andie MacDowell) and some are not so famous, but they have all experienced tremendous success and have made the connection between their early working days at McDonald's and their later achievements. In the end, it became very clear that even one summer working at McDonald's can play a significant role in helping a person to achieve a tremendous career. The idea that a McJob is a dead-end job is completely blown up. Instead these stories make it clear that a McJob is an extraordinarily valuable learning experience that can enhance anyone's career in any field. However, the book does something much bigger and broader than just making the case for the value of working at McDonald's. By getting people to share their stories about working at McDonald's, Teets has created an incredibly useful book on business leadership. It is practical and the insights are based on real-life experiences and results. Underneath so many of the insights was a rekindling of the entrepreneurial spirit and the American Dream that hard work can still pay off in very big ways. Here are ten ideas from the book that stood out for me:

1. Great leaders know they are in the spotlight all the time and act as role models (Page 7). This was the early advice that Ray Kroc gave to Lester Stein at the first McDonald's restaurant in 1955. As a business leader, know that people are watching you all of the time. Your words are important, but so is your body language when you're not talking.
2. Lend a hand to a teammate when he or she gets stuck on the job (Page 15). Companies fail when people say, "That wasn't part of my job." They forgot the job is to create value for customers, even it means doing more than what is in your job description.
3. You have to balance your work life and your personal life (Page 25). Burnout is a real issue and we have to proactively avoid it.
4. Focus on key players (Page 25). Who are the key individuals in your organization that much of the future success depends on? Be sure to build strong relationships with them.
5. Learn every facet of the business and build from within (Page 28). Over and over this book talks about the importance of details. Think about and focus on the details in your business every day. Don't lose sight of the importance of details as you broaden your vision.
6. Create real opportunities for a very diverse group of people (Page 30). Throughout the book there are examples of

people from minority groups who learned valuable lessons at McDonald's and went on to achieve major business successes. What they needed were real opportunities to learn and to prove themselves. Are you making the concept of diversity a reality in your organization, or do you just give it lip service?7. Develop strong principles and values and apply them in good times and in bad times (Page 42). The whole McDonald's story seems like it happened in the blink of an eye, but that just isn't true. It took many years of concentrated effort to get the business to spread throughout the United States. However, many of the same ideas that Ray Kroc taught in his early training manuals were also used during periods of massive growth.8. Develop an old-fashioned family attitude throughout your organization (Page 46). The value-added network that exists between the McDonald's franchisees, suppliers, and employees is truly phenomenal. How can you increase the sense of belonging to something valuable for everyone involved in and with your organization?9. Make the systems simple (Page 56). Over and over, the writers talked about how impressed they were with the organization of every task within McDonald's. This is the power of simplicity at work. People are capable of great complexity and because they are they tend to want to make things complicated. The effective business leader works to reduce complexity and increase simplicity.10. Deliver mundane excellence (Page 69) and develop performance currency (Page 100). These really are the two key concepts throughout the book. What makes the McDonald's brand so powerful and what helps individuals with McDonald's experience go on to achieve great success is that they deliver mundane excellence in every detail over and over again, and in doing so they develop a performance currency which allows them to gain bigger and bigger opportunities throughout their career. There are literally dozens of other practical insights on business leadership in this book. I highly encourage you to read it, and then read it again. Every story provides a valuable insight that you can consider using in your organization.

Golden Opportunities is a collection of over two dozen profiles of people who launched their very successful careers with McDonalds. The book also includes 12 key principles for success that led to such remarkable careers as Katie Kourics, Jay Lenos, and Jeff Bezos. All of these individuals started their job path based on the foundations of their first job at their hometown McDonalds. Author, Cody Teets, Vice President of McDonalds and VP/general manager of the Rocky Mountain Region, also made her way up from crew member to corporate office. What do 20 million Americans have in common with Tonight Show host Jay Leno, Amazon.com founder Jeff Bezos, actress Andie MacDowell, and former White House chief of staff Andrew Card? They all started their working careers at a McDonalds restaurant, learning some of the most important lessons of their lives. Golden Opportunity is a myth-busting collection of 44 profiles of people who went from flipping burgers to building remarkable careers in business, the arts, politics, science, the military, and sports. Over the past six decades, millions of teens have earned their first paychecks under the Golden Arches. Whether they stayed for a year or a career, they learned work habits, basic skills, and the business principles that have made McDonalds one of the best-run companies in the world. Their journeys remind us that at the beginning of every success story there is the first paycheck from the first real job. That first job is not a dead end, it is a young persons rite of passage into adult responsibility. The authors compelling personal story growing up in modest circumstances with a strong work ethic gives a unique voice to the experiences of leading entrepreneurs, entertainment figures, and others who represent a cross section of American enterprise. They recall what they learned in their first jobs at McDonalds and how those lessons helped them build their remarkable careers. Including a foreword by Willard Scott the original Ronald McDonald and the 10 Golden Opportunity Keys to Success, this collection of stories will leave you wondering what today's burger flippers will achieve tomorrow. Visit GoldenOpportunityBook.com to learn more and share your own story.