

Mette Hybschmann



**INTERNATIONAL
CONFERENCE**
ON HAPPINESS AT WORK

MAY 18+19
2017



***"WE ARE NOT A HAMBURGER
BUSINESS SERVING PEOPLE.
WE ARE A PEOPLE BUSINESS
SERVING HAMBURGERS."***

RAY KROC,
McDONALD'S FOUNDER





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Head of HR, McDonald's Denmark
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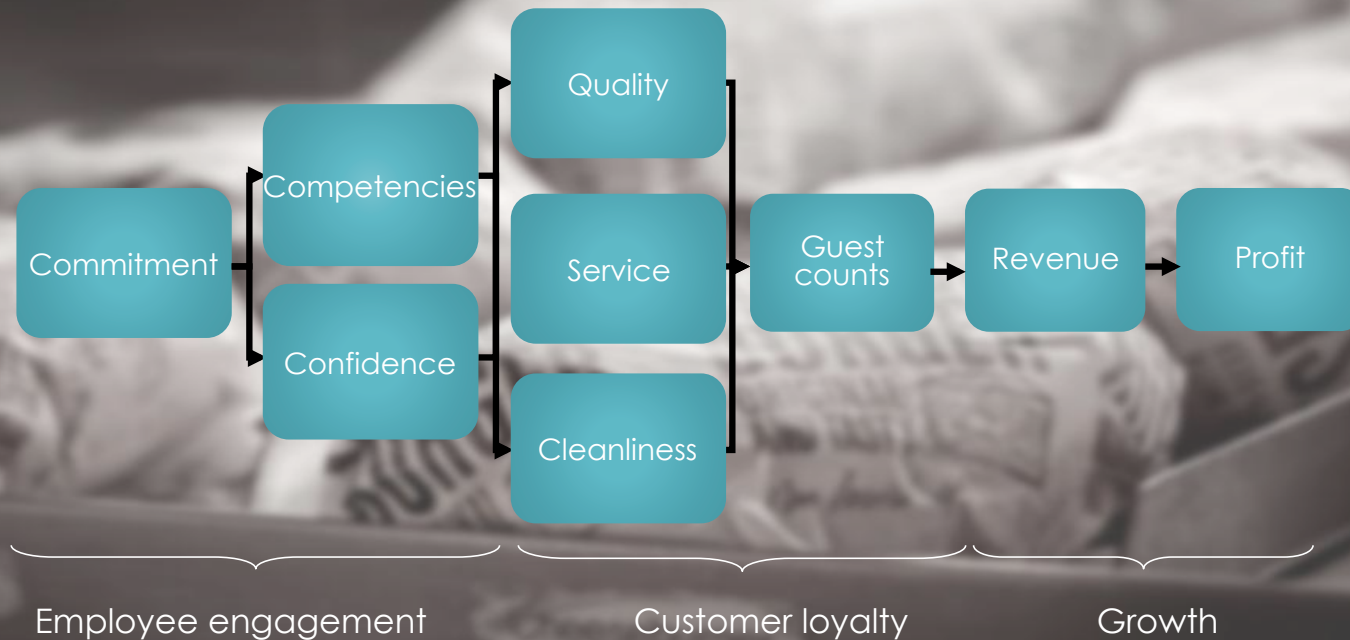


A young man with short brown hair, smiling slightly, stands in a McDonald's kitchen. He is wearing a light-colored short-sleeved button-down shirt with a small McDonald's logo on the left chest and a dark bow tie. The background is dark and filled with various kitchen items, including menu boards and stacks of white containers.

**WE WANT TO
SERVE GOOD
MOMENTS TO ALL**



The good business...



Employee Value Proposition

WHAT MATTERS MOST:

- FRIENDS
- FLEXIBILITY
- FUTURE



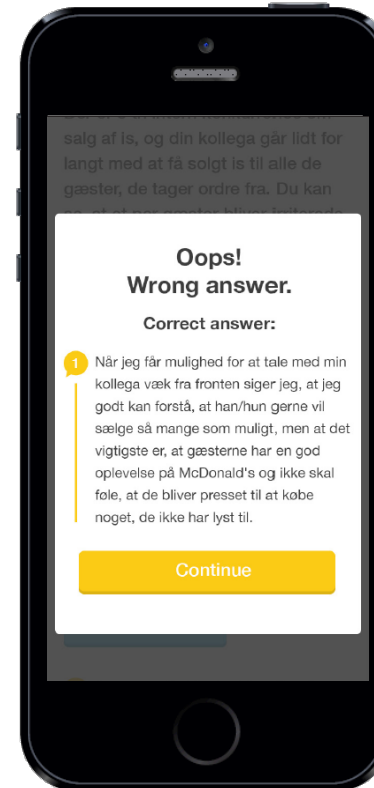
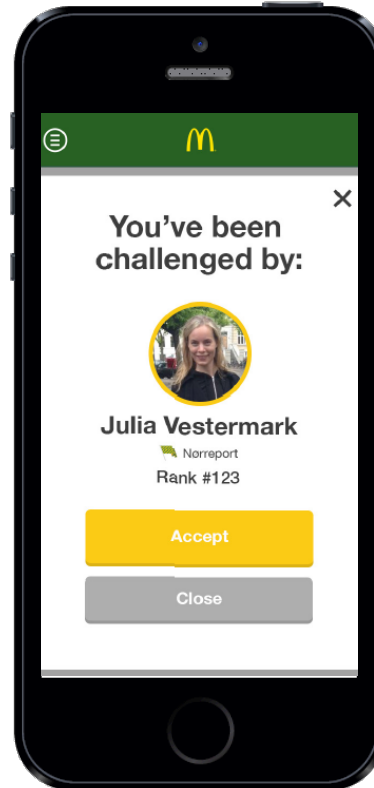
FRIENDS







Quiz - McChallenge





Let the people speak!







FLEXIBILITY



AVAILABILITY



Velkommen Mette Hybschmann. | [Log ud](#)



MCDONALD'S CUP 2015
KLIK OG SE BILLEDERNE HER

Spil med hver dag
og vind præmier!

Sommer
CHANCEN



NYHED!



VI PRÆSENTERER:
THE VITAL INGREDIENTS >



Nyheder

Hold dig opdateret



Kampagner

Læs om nye produkter og
kampagner



Lederens værktøjer

Kommer du ind på A-Å. Kan kun



Julie sammen med Jarl Friis-Mikkelsen
McDonald's Randers City #88

LEDIGE STILLINGER

Ledige stillinger

Se alle ledige stillinger direkte igennem

UDDANNELSER DER PASSER TIL DIG

Vores mange uddannelsesstilbud gør det nemt at finde noget, du har lyst til – og noget du er god
Læs om vores uddannelsesstilbud i venstre side.
Akademiuddannelsen hos McDonald's



NYHEDER



AMBASSADØRERNE



VÆRKTØJ



KALENDER



KONTAKT



FORUM

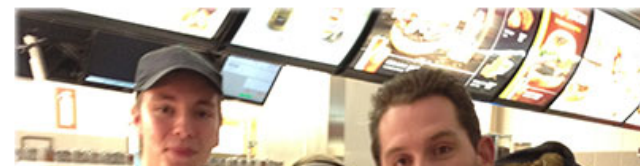
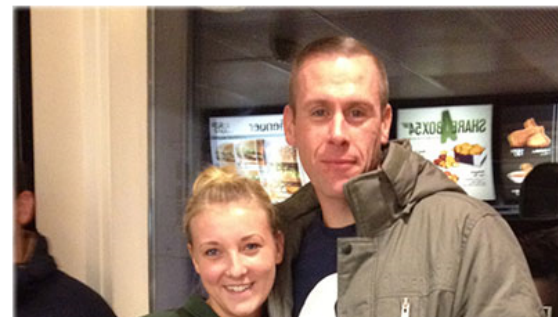
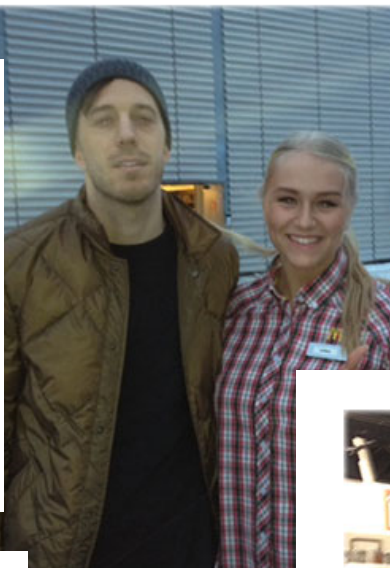
Brand Ambassadør



Troels, Tejs, Cecilie, Gordi, Pernille og Lise sammen
McDonald's Svendborg #54



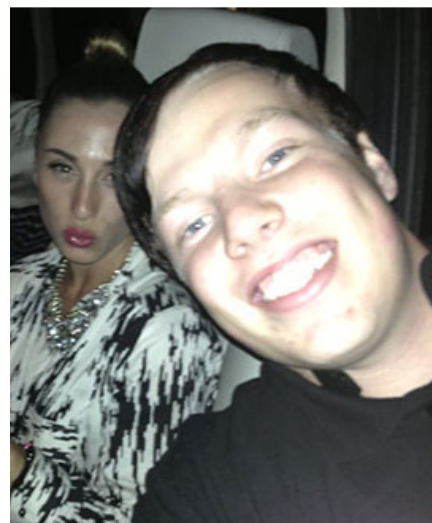
Christopher og Svenstrup & Vendelboe
McDonald's Gentofte #49



Martin Brygmann med Maiken Eichel Og Camilla
McDonald's Randers 1 #19



Anders Breinholt
McDonald's Søndergade #6



Medina igen i DT'en - denne gang poserer hun med Shaka og Kim (på udlån fra Horsens)
McDonald's Stilling #72



ibach med Martin og Michelle
McDonald's Vejle DTC #13



PEOPLE
F20

OPERATIONS

MARKETING & PR

FREMTIDENS RESTAURANT

ØKONOMI



METTE HYBSCH...

Road to America

GÅ TIL KAMPAGNEINFO



BOOKINGS



Kurser



Events

QUICK LINKS



RAPPORTER



KAMPAGNER



NABIT

SENESTE ÆNDRINGER

RTA

Mathias La...

May 10, 2016

DT

A close-up photograph of a person's midsection. They are wearing a red long-sleeved shirt and blue denim jeans. A folded, colorful street map of Berlin is tucked into the front pocket of the jeans. The map shows various streets, landmarks, and public transport lines. The background is blurred, showing what appears to be a city street with a white car.

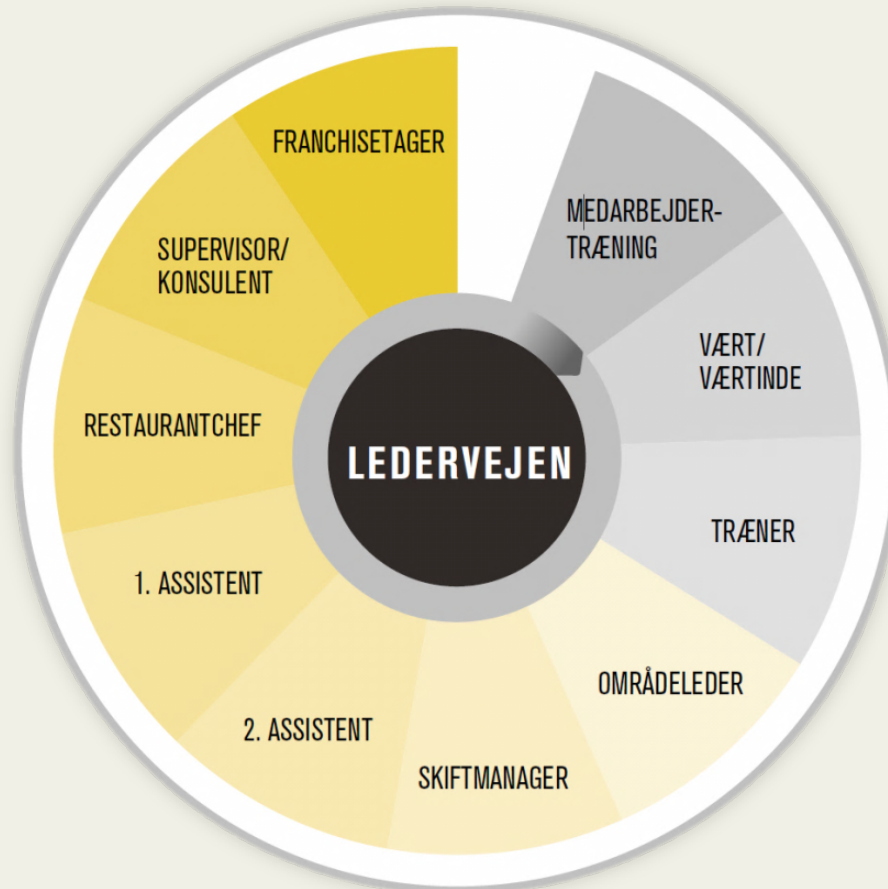
McPassport



FUTURE



Talent development & career planning



Education is the new **black**

next UDDANNELSE
KØBENHAVN



Customer Experience
Coordinator

2 years

Crew/Trænere/
Værter/værtinder



Handelsøkonom

2 years

Shiftmanagers
1. assistants
2. assistants

CHALLENGE
THE
ORDINARY **kea**
KØBENHAVNS ERHVERVSAKADEMI



Akademiuddannelse,
Retail Leadership



THE UNIVERSITY LIBRARY
AALBORG UNIVERSITY



HD 2 del

2 years

1. assistants
Restaurantmanagers



Copenhagen
Business School
HANDELSSHØJSKOLEN



Franchise Business
Administration

1 year

Franchisees
Supervisors

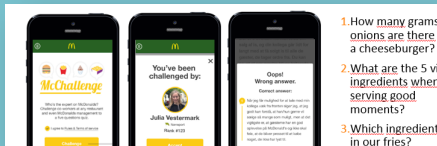


Recognition

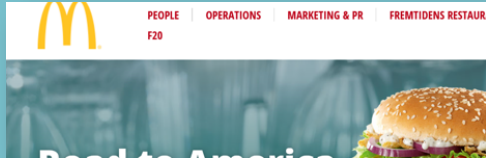
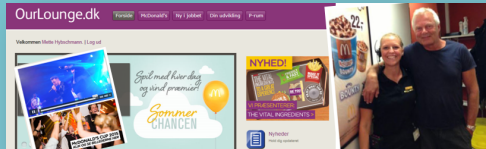


INITIATIVES THAT DRIVES ENGAGEMENT:

FRIENDS



FLEXIBILITY



FUTURE



THE PEOPLE PROCESS

- Two engagement surveys a year
- Rap-sessions
- Simple action plans – why, what, how, when
- Continuous follow up – business evaluations





DANMARKS
BEDSTE ARBEJDSPLADS
FOR TREDJE ÅR I TRÆK

GREAT
PLACE
TO
WORK®



BUT HAPPY EMPLOYEES IS NOT ENOUGH



BRAND PURPOSE
THE MISSING LINK



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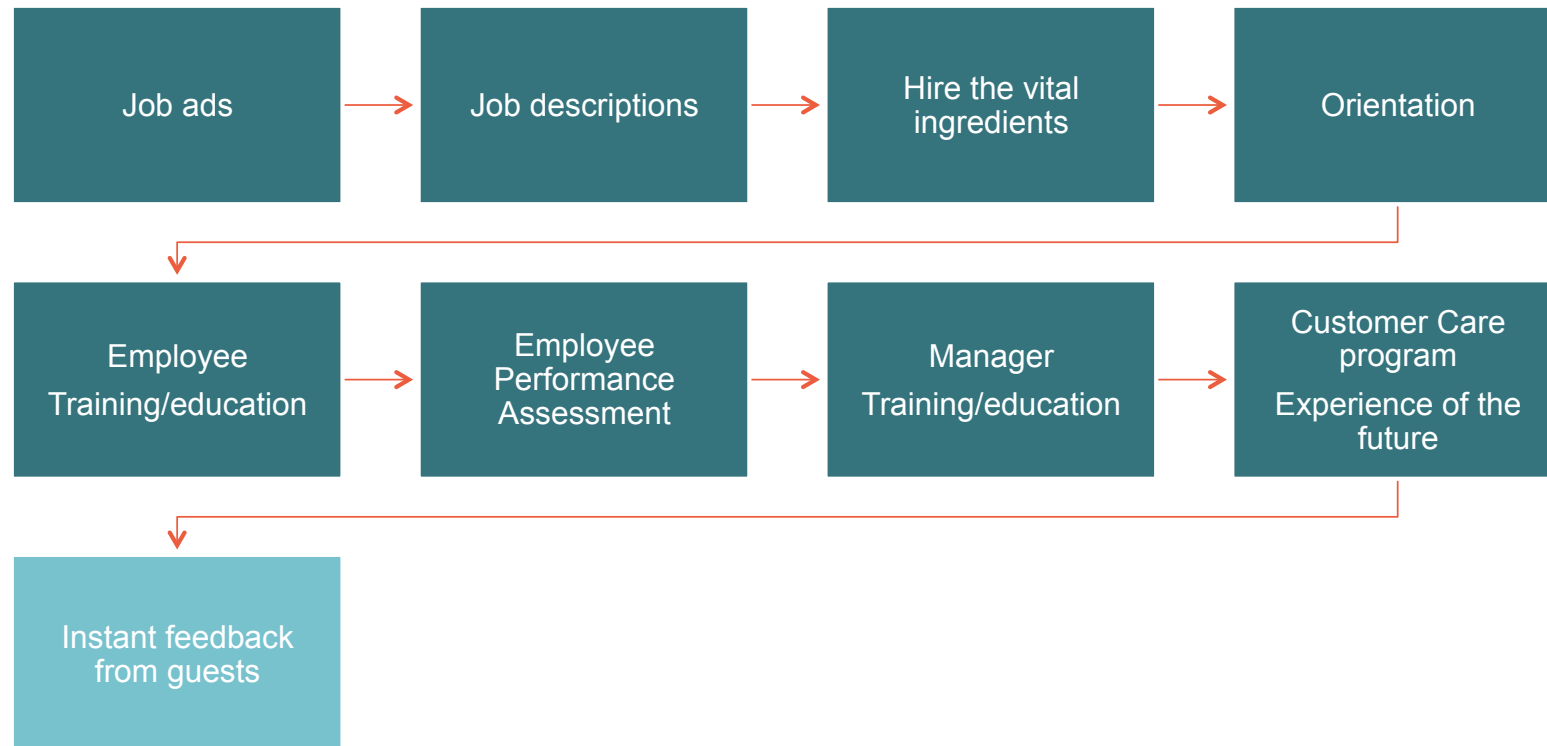


VITAL INGREDIENTS JOURNEY

STRENGTHENING THE CUSTOMER FOCUSED CULTURE



Vital ingredients - 360 approach ...





TAK



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