



RECRUIT AND INTERVIEW THE RIGHT TEAM FOR YOUR BUSINESS

STUDENT ACTIVITIES

YOUR CHALLENGE

Your challenge is to identify the skills and personal qualities a new recruit will need to have, so that they can contribute to the success of a new and growing small business. Think about the interview questions the business owner might ask to explore each desired quality, and spot how the right person could show they've got 'promotion potential'. Work your way through the activity sheets and case studies as directed by your teacher.

Good luck!

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SKILLS KEY



COMMUNICATION



SELF-BELIEF



PROBLEM SOLVING



SELF-MANAGEMENT



TEAMWORK



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ACTIVITY SHEET 1

JOB DESCRIPTIONS

Choose one of the job descriptions below.

- Think carefully about the role. What tasks does the person need to do? What else might they need to do that's not listed?
- Think about the role from the employer's point of view. What sort of person might they want for this job? How will this person contribute to the success of the business? What skills and qualities will that person need?

BARGAIN BONANZA



Part-time retail assistant

Bargain Bonanza, Anytown's leading value homewares store, seeks a part-time retail assistant.

Duties will include:

- ✓ Providing a warm welcome to the store
- ✓ Assisting customers with their purchases
- ✓ Taking payment and operating an electronic point of sale (EPOS) system
- ✓ Shelf stacking and stock replacement
- ✓ Ensuring the sales area is clean and tidy

GADGETS



Warehouse picker/packer: Apprenticeship

Gadgets Galore sells a wide range of phone and tablet accessories online.

We're looking for someone to join our small but busy warehouse team to:

- ✓ Unpack supplier deliveries and replenish our stocks
- ✓ Manage stock
- ✓ Quickly and accurately pick and pack customer orders
- ✓ Ensure daily orders are ready for daily collection by couriers and the postman

We offer an apprenticeship in warehousing and storage that will pay you as you work towards a recognised qualification and develop your skills.





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THE PLAY CENTRE



Apprentice play worker wanted

Outgoing and energetic individual wanted to lead and supervise play at our soft play and laser tag centre.

Full apprenticeship provided for the right person, who wants to:

- ✓ Make children and parents feel welcome
- ✓ Supervise soft play and laser games and ensure health and safety standards are met
- ✓ Operate our drinks and snacks bar
- ✓ Deal with customer enquiries and bookings
- ✓ Work towards an accredited qualification in play work

FAB FEASTS



Customer service, full time

Fab Feasts is a growing bakery, delicatessen and catering service.

We're looking for someone who's passionate about food – and people! You will:

- ✓ Serve customers at our busy counter
- ✓ Prepare sweet and savoury snacks to order
- ✓ Weigh, count and package delicatessen food
- ✓ Prepare catering and party orders
- ✓ Maintain the highest standards of cleanliness, hygiene and food safety





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ACTIVITY SHEET 2

THE VITAL INGREDIENTS

When recruiting a new employee, a business will often create two documents:

Job description

Lists the **tasks and activities** the person will need to complete and any **outcomes** or **results** they need to achieve.

Person specification

Outlines the **right kind of person** for that job and the **skills and personal qualities** they will need to do it well.

Who would be the right kind of person for the job you have chosen? What skills and qualities will help them to contribute to the success of that business? These add up to what McDonald's calls having the 'vital ingredients'. Here are some skills and personal qualities that McDonald's looks for in the people it recruits:

 COMMUNICATION	 SELF-BELIEF	 PROBLEM SOLVING	 SELF-MANAGEMENT	 TEAMWORK
<ul style="list-style-type: none"> • Great customer service skills • Interpersonal skills • Sensitivity 	<ul style="list-style-type: none"> • Positive attitude • Tenacious • Determined 	<ul style="list-style-type: none"> • Great problem solving skills • Ability to use a wide range of equipment and tools • Logical thinking 	<ul style="list-style-type: none"> • Works to a consistently high standard • Ensures quality • Clean and hygienic • Hardworking • Uses initiative 	<ul style="list-style-type: none"> • Leadership skills • Works well independently as well as in a team • Lots of energy
<p>What other skills and qualities can you think of?</p>				
<p>You're looking for someone who won't just be able to do this job, but who has what it takes to stick with the job, and perhaps also work towards a qualification if they are an apprentice and get promoted.</p>		<p>What qualities might they need for this?</p>		



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ACTIVITY SHEET 3

CHALLENGE GUIDE



Who has got the 'vital ingredients' for the job?

Identify the skills and personal qualities a new recruit will need to have, so that they can contribute to the success of a new and growing small business. Think of the interview questions the owner might ask to explore each desired quality, and spot how the right person could show they've got 'promotion potential'.

Key Tasks

1 Read the four job descriptions

Each job is for a new business and will play a vital role in helping it succeed and grow. Two offer apprenticeships – the chance to work for a real employer and earn a wage while working towards a qualification and gaining valuable skills.

Choose one job description and add more details: what other tasks and duties might that person need to do?

2 Write a person specification for the job

This should list and describe the skills and personal qualities the right candidate will have.

3 Discuss and write some interview questions

Each question should help the employer to find out whether a candidate has these skills and qualities.





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CHALLENGE GUIDE (continued)

4 Role-play your ideas:

Share your job description and person specification with another group (you need to keep your interview questions).

Prepare some answers that would help you to demonstrate some or all of the skills and qualities they are looking for. You can use the Interview Sheet to identify the skills and qualities the candidate demonstrates as they answer your questions.

McDonald's often uses the STAR approach, and looks for interviewees to explain:

Situation: What was happening?

Task: What were you trying to achieve?

Actions: What did you do?

Result: What happened as a result of your actions?

Take turns to interview each person from the other group and identify the best person for the job. Your teacher will tell you how much time you have to prepare.



Key Words

Recruitment

Employability

Career Job description

Person specification Qualification

Apprenticeship

Training Promotion

Experience





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ACTIVITY SHEET 4



PERSON SPECIFICATION

A person specification lists the skills, knowledge, personal qualities and attitude a person will need to do a job well. Person specifications are used to write job advertisements, shortlist candidates and guide interview questions. Use this template to write a simple person specification for your chosen job.

EDUCATION AND QUALIFICATIONS	Essential	Desirable
EXPERIENCE	Essential	Desirable
SKILLS AND ABILITY	Essential	Desirable
PERSONAL QUALITIES AND DISPOSITION	Essential	Desirable





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ACTIVITY SHEET 5

MCDONALD'S CASE STUDIES

The right skills and personal qualities make you more appealing to employers because they show that you'll make a real contribution to the success of the business. What's more, they'll also help you to develop as a person and grow your career.

The following three McDonald's employees explain how the right skills and personal qualities help at any level in a business.

Crew Member


Crew Members are part of a restaurant team that works together to deliver hot fresh food, in a clean and friendly restaurant, giving customers a great experience. A Crew Member has three main responsibilities: **customer service, food preparation and cleanliness and hygiene.**

Tom is a Crew Member in Chesterfield, Derbyshire


What first attracted you to McDonald's as an employer?

My brother worked at McDonalds and only had good things to say about the restaurant team. The environment is great and the hours are flexible. I also liked that a high number of people my age working there (I was 16 when I joined).


What skills or personal qualities did you need to show during your recruitment process?

 I showed my enthusiasm and that was I keen to get stuck in. I also demonstrated that I was a good listener and had the ability to work as part of a team.

How has McDonald's training helped you develop your skills and personal qualities?

 My McDonald's training has helped me to mature as a person and develop my empathy and communication skills – you meet so many different people and personalities as a Crew Member. I've learnt how to lead a team, as well as being part of one. One of the key skills I've developed is how to receive feedback and action this.

What do you think makes a good McDonald's employee, and why?

 I'd say a good McDonald's employee is someone who always tries their best, is trustworthy, punctual and friendly. Whether you're a fast or slow learner, if you listen and work hard, you will be a successful Crew Member.





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MCDONALD'S CASE STUDIES (continued)

How do you think your skills help you to contribute to the success of the business?



Working efficiently, successful teamwork and customer service all contribute to the business by increasing revenue. Delivering quality service makes customers happy and more likely to return. This positively affect McDonalds' reputation.

How do you think these skills also contribute to your own career?

I have learnt so many skills from my role as Crew Member. I'm currently on a Shift Management course so I can become a Shift Manager. Working at McDonalds has taught me important skills such as cash handling and hygiene and food safety. I'm now also first aid trained. These qualities open up lots of doors internally and are transferable to other workplaces in the hospitality industry.

Do you think your training has unlocked any skills or potential of which you weren't aware?

Yes! Working in a fast-paced, busy environment requires patience, concentration and a cool head. After my training, I picked up the job role quite quickly by watching other people. I've now become a role model for other new starters.





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MCDONALD'S CASE STUDIES (continued)

Business Manager


A Business Manager is fully responsible for the running of the restaurant. They provide motivational leadership to the restaurant team, ensure customers leave satisfied, and make sure that the business is financially strong. The Business Manager is also responsible for making all of the major decisions associated with running the restaurant, from recruitment to energy efficiency. They also work at building strong and mutually beneficial relationships with the local community. Typically, a Business Manager will manage a team of 90 employees.

Thiago is a Business Manager in Bedford.


What path did you take to your current role?

I joined Leamington Spa as a Crew Member in February 2017. I was promoted to Crew Trainer in July 2017, shortly followed by Floor Manager and then Shift Manager the following year. I moved to open a new restaurant in Bedford to extend my development and was promoted again. I have also been lucky enough to be employee of the month and employee of the quarter for my restaurant and group as well as employee of the year.


How do employees contribute to the success of McDonald's?

 Employees are vital for the success of McDonald's as customers return or are highly satisfied with their visit due to the interaction they have with our employees. We are a people business rather than a hamburger business and if we create an enjoyable environment for our employees, they will provide the best possible customer service.

Do you think certain skills are becoming even more important?

 I think that being open minded and adaptable for change are crucial skills in the workplace. The world of work is changing all the time, from the processes that business use to provide better products, to customer demands and the expectations and demographics of employees. By being adaptable, you can change how you work and manage in order to get the best from other people. Determination, hard work, communication and personal organisation are also key to being successful in any workplace.

What advice would you give to a young person who is considering a career at McDonald's?

 Have a plan but look out for opportunities – I initially joined McDonald's as a stop gap whilst considering a career that I could progress in. When I started, my Business Manager took time to get to know me



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MCDONALD'S CASE STUDIES (continued)

and allowed me to blend my existing outreach work with the homeless in Leamington with my job. I then saw the opportunities available to me and I decided that perhaps McDonald's could become a career rather than a temporary job. I've just started the Management Apprenticeship which allows me to achieve one of my major life goals of obtaining a degree.

Assistant Manager

Assistant Managers support the Business Manager in managing the restaurant and the restaurant teams to ensure high standards of customer service and long-term business success. Some of the areas they are responsible for include coaching other employees and motivating them to deliver high levels of customer satisfaction as well as business activities such as stock control, scheduling rotas and local community involvement.

Afsana is an Assistant Manager in Charing Cross, London.

What do you look for in potential recruits?

I look for potential employees who have stand out characteristics such as a desire to learn. There are lots of training opportunities at McDonald's and you can progress fast in your career if you put in the work. I look for staff who have a positive, can-do attitude and who know how to adapt to different situations and customers.

How do employees contribute to the success of McDonald's?



Our restaurant employees are so important as they are the ones serving and interacting with customers, helping to give them positive experiences. Any sustainable growth in a restaurant's business will come from how employees can deliver an outstanding customer experience that's unique to McDonald's.





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MCDONALD'S CASE STUDIES (continued)


Which skills do you feel are becoming increasingly important in the workplace?

Flexibility, resilience and the willingness to learn are key. Customer habits are changing and that means we have to change and evolve with them – or they will go elsewhere! New procedures and menu items are introduced all year round and so staff members need to adapt to these quickly. Digital awareness is also increasingly important as new ways of serving customers are always being implemented and need to be rolled out across our restaurants.


How has McDonald's training helped you develop your skills and personal qualities?

 I started as a part-time Crew Member six years ago while I was at college (I was 17). At McDonald's you learn life skills that you don't necessarily learn in the classroom, like stock management and how to act in a professional environment. I took a Shift Leadership course early on which taught me how to take control of situations and delegate to other employees.

What advice would you give to a young person who is considering a career at McDonald's?

 Opportunities present themselves all the time at McDonald's. If you are patient but also persistent and reliable, you will quickly progress. As a staff member who works hard, your skills will be noticed.

What are some challenges you face working at McDonald's and how do you overcome them?

 One of the challenges at McDonald's, but which is also one of the most exciting things, is the huge variety of people you work with. You might be working with employees who are still at school or college, busy parents or even grandparents. Understanding how to communicate and interact with these people is really important to building a happy workplace. Working at McDonald's shows you how to adapt your communication style to different audiences.





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MCDONALD'S CASE STUDIES (continued)

Apprenticeships at McDonald's

Learn all about the hospitality industry from one of the most successful restaurant chains in the world and earn good money at the same time – what's not to like?

McDonald's employs over 135,000 people across the UK in 1,300 restaurants. The UK business has been providing apprenticeships for over 12 years and our industry-leading programme marks its 12th year with over 18,600 qualified apprentices to date.

We are proud in creating a range of opportunities to both new joiners starting their careers, as well as those already on the career-ladder looking to further develop through professional skills. From an entry-level crew apprenticeship to a business management degree with Manchester Met University – we have a learning path available to suit your needs.

How does it work?

In simple terms – our apprenticeships are a fantastic opportunity for you to study while you work in one of our restaurants. By completing the programme, you'll gain skills, knowledge and confidence to succeed in your role and progress your career.

If you're motivated, it's a great way to deepen your understanding of our business, gain a nationally recognised qualification and boost your career prospects.

Can I do an apprenticeship?

Our entry level apprenticeship takes at least 12 months to complete and gives you the opportunity to gain a Hospitality Team Member Apprenticeship (Level 2). This is a nationally recognised qualification, equivalent to five GCSEs grade A*-C/level 4-9.



Whilst apprenticeships are a great way to support your learning and development, as well as progression through the business, they require a lot of hard work and dedication. So you'll need to be eager to learn, and good at juggling work and study.





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MCDONALD'S CASE STUDIES (continued)

What will I learn?



You'll gain practical work experience and learn new skills that will last you a lifetime. These include planning and organisation, communication, confidence when dealing with customers, decision-making and teamwork. You will also get involved in our environmental initiatives and find out all about the work we do in the local communities.

In addition to your day-to-day responsibilities, you'll be completing your apprenticeship e-learning with the help of your trainer, who will keep you on track with your learning. You will also be supported by a McDonald's mentor who will be on hand to coach you along your apprenticeship journey.

What are the benefits?

Our apprentices are paid a work-equivalent salary or respective hourly rate to the job they are doing. Along with discounts at online and high street retailers, a dedicated mentor and an industry expert trainer will help you to build transferable skills including communication, teamwork, problem solving and many more – so what's not to like!





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MCDONALD'S CASE STUDIES (continued)


Aidan Lancaster – Management Degree Apprentice

Aidan, 20, started his career with McDonald's in 2017. He had just finished studying BTEC Business at college alongside working a part time job at LEGOLAND® and decided to apply for an apprenticeship as it suited his style of learning.

 In his first year, Aidan gained a Level 3 qualification in Hospitality through Lifetime Training, and by the end of his apprenticeship, he hopes to have gained a BA honours in Business Management in Retail, a degree he is studying for at Manchester Metropolitan University.

 ***“So far, it's been the best decision I've ever made. I have learned a lot of new things at McDonald's especially how to manage and lead teams. I am starting to gain a better understanding about how business actually operate (it's not all about selling Big Mac's and Fries!). My time management and organisational skills are also a lot better since I have started working at McDonald's.”*** - Aidan

Aidan is currently a shift manager, and on a day-to-day basis, coordinates the restaurant. This involves making sure that everyone is in their best suited positions (Aces in Places) and gets breaks and home on time, that the restaurant runs smoothly and customers get the best possible experience.

 Aidan's proudest moment working at McDonald's was being chosen to speak at the business managers' conference. Along with other apprentice, Aidan got the opportunity to speak in front of over 3000 people.

Aidan has a message for other young people in his position:

“McDonald's has definitely made me a better version of myself. Working in a great team that we call McFamily is brilliant. Each day is different, and I am constantly learning. Apprenticeships are definitely the way forward. Being able to earn while you learn is amazing, almost a no brainer!”

In the near future, Aidan hopes to complete his university course and further his knowledge of how businesses operate. He would also like to focus on progressing through the roles within McDonald's.



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TRACK YOUR DEVELOPMENT

To help you identify and reflect on the skills you have used and developed in this challenge, fill out the **Reflection Task** and **Skills Worksheet** and hand these to your teacher.



NEXT STEPS

Congratulations on completing the challenge!

If you want to learn more about the skills you need for the future or would like to find out more about apprenticeship opportunities at McDonald's, head over [here](#) to get started.





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GLOSSARY OF TERMS

WORD	DEFINITION
Recruitment	The process of finding and hiring the best-qualified candidate (from within or outside of an organization) for a job opening, in a timely and cost effective manner
Career	The progress and actions taken by a person throughout a lifetime, especially those related to that person's occupations
Job description	A broad, general, and written statement of a specific job, based on the findings of a job analysis
Person specification	The skills that a job candidate must have in order to complete the tasks of a position offered by a company
Qualification	Capacity, knowledge, or skill that matches or suits an occasion, or makes someone eligible for a duty, office, position, privilege, or status
Apprenticeship	Method in which trainees learn a craft or trade by hands-on experience while working with a skilled worker, usually under a written or implied indentureship agreement
Training	Organised activity aimed at imparting information and/or instructions to improve the recipient's performance or to help him or her attain a required level of knowledge or skill
Promotion	Activities to advertise something

