

P4 Proposal: McDonald's Sexual Harassment Lawsuit

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Abstract

This paper includes a mock email and a proposal about the issues McDonald's is experiencing with sexual harassment in the workplace (Umoh, 2019). Just recently the Mason Michigan franchise and the entire McDonald's corporation was sued over sexual harassment allegations involving the manager of the Michigan location over his female employees (ACLU, 2019).

This document contains a mock email between the Michigan franchise owner Michael Dickerson to the CEO of McDonald's Chris Kempczinski Kempczinski. The formal proposal initiates a plan to deal with the negative effects that the lawsuit had on the company by offering suggestions. Included is a detailed overview of what it would cost McDonald's to move forward with the proposal.

Keywords: McDonald's, Proposal, Sexual Harassment Lawsuit

From: Michael Dickerson Franchise Owner <mdickerson@mcdonalds.com>

Sent: Monday, December 8, 2019 11:04 AM

To: Chris Kempeczinski CEO <ckempcecsinski@mcdonalds.com>

Subject: McDonald's Proposal

Attachment: McDonaldsProposal.pdf

Hello Chris,

These past weeks I have been working towards a solution to deescalate the current allegations of sexual harassment occurring within my franchise in Mason, Michigan. I think it's important that we launch a new training method and resources that will help to prevent future occurrences in the workplace. Attached is my proposal.

Sincerely,

Michael Dickerson

Franchise Owner

McDonald's Corporation

48854 Mason, Michigan

C: 800-478-7654

mdickerson@mcdonalds.com

McDonald's Corporation

110 North Carpenter Street
One McDonald's Plaza
Chicago, IL 60607
USA

December 8th, 2019

To Chris Kempeczinski,

The attached report, requested by the McDonald's Corporation dated December 29th, lays out a plan to address the sexual harassment lawsuit against our franchise. We are confident that you will find the results of our research to be useful in descelating the effects of the lawsuit.

This proposal was designed to resolve the problem in these three areas:

1. Reestablishing our image as a family company
2. Removing employees that do not follow our company code of conduct
3. Launching mandatory anti-sexual harassment training courses

Secondary sources include the annual budget that the McDolnald's corporation allotts for anti-sexual harassment trainings, and employee wages. Results of this research , discussed more fully in this report, indicates that training has a great influence on the behavior and work ethic of the employees.

Sincerely,

Michael Dickerson,

Franchise Owner

Executive Summary

The McDonald's franchise in Mason Michigan has been negatively affected by the \$5 million lawsuit against the corporation (Selyukh, 2019). As a result there have been several strikes against our franchise that are stemming from "systemic sexual harassment" (Selyuk, 2019). In order to restore our image in the community and retain our workers, we need to implement a new program that will prevent further sexual harassment within our restaurant.

Our conclusion that the Mason, Michigan McDonald's will benefit from this program is based on research that was gathered from professional websites, and news sources.

Analysis of the data revealed in two ways:

Revenues. The happier employees, the more revenue the company will bring in (Revesencio, 2015).

Employment. There will be a higher retention rate of employees, because in the past associates have quit because of the sexual harassment they experienced while working (Thomas, 2019).

On the basis of these findings, it is recommended that the development of a new anti-sexual harassment training be encouraged to further company growth.

Impact of Sexual Harassment Lawsuit on the McDonald's Franchise

Prepared for the McDonald's Corporation

Board of Directors

Prepared by

Jasmine Randolph

Research Consultant

McDonald's Corporation

December 8, 2019

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Introduction

This proposal was created to offer solutions to solving the problems with sexual misconduct at our Mason, Michigan location. Just earlier this year on November 12, 2019 there was a lawsuit filed against the entire corporation that was caused by several franchises, but the Mason location was the primary source of the problem (Lucas, 2019). Included is a detailed plan of how we can execute these solutions.

Problem

This research was conducted to address the threats arising the McDonald's Mason Michigan location, as well as the entire McDonald's corporation as a whole (Haddon, 2019). Specifically the research hopes to find solutions to these problems:

- What steps will McDonald's corporation take to prevent sexual harassment in the workplace (Yaffe-bellany, 2019)?
- How will the company implement these changes effectively?
- What will be the total cost of instituting a new anti-sexual harassment training?

Background

This research was conducted by myself an accredited researcher who is employed by the McDonald's Corporation at the request of Michael Dickerson. Michael and his legal team were determined to minimize the effects of the lawsuit against his franchise and the corporation, so he assigned me and his team of analysts to evaluate the benefits of implementing a new training program.

For those who are unfamiliar the McDonald's corporation is partnered with RAINN (RAINN, 2019).

For years, they have been utilizing the group's knowledge in order to train our employees.

Unfortunately, we have not been thorough enough in implementing disciplinary actions against employees who have violated our codes of conduct (Umoh, 2019).

Our goal is to minimize the turnover rate of employees and to be zero tolerant to anyone who violates our policies against sexual harassment in the workplace (Lucas, 2019). Moving forward we will continue to be firm towards anyone who does not follow suit, in order to keep our franchise within good standing.

Proposal

I propose that we implement a new training program, that invest more time into informing our staff and providing them with resources for seeking help. In the past we ignored claims of harassment in the workplace (Maze, 2019). However, this will no longer be the case, we will be firm in implementing our zero tolerance policy.

Recommendations

1. Implement a in-depth anti-sexual harassment training
2. Hold managers accountable for unnoticed sexual harassment in the restuarant
3. Change of staffing
4. Corporate tip line

Schedule

With your approval, the following schedule has been arranged for the updated training program that all McDonald's employees will have to undergo:

Training video production	December 20-January 20
Group meetings with a RAINN representative	January 20-24
Taking the online course	January 25-30
Certification deadline	January 31-February 5

Staffing

RAINN is the nation's largest anti-sexual violence organization (RAINN, 2019). They specialize in educating the public, helping survivors and training. Although we are already partnered with the organization (Lucas, 2019), I believe it will be best to have a representative to come to our Mason Michigan location to counsel our staff before they take the online course.

The staffing will also include all of the staff at our Mason, Michigan restaurant. We have twenty employees so we will be splitting up the staff into groups of five when going through the new training course.

Budget			
Estimated			
	<u>Hours</u>	<u>Rate</u>	<u>Total</u>
Professional and Administrative time	5	\$0	\$0
Wages to employees (20)	5	\$9.45	\$3780
Training Video	25 (mins.)	\$1000/min.	\$25000
Total Costs			\$28,780

Authorization

We are convinced Chris Kemp that our new training policy will improve the workplace atmosphere at our McDonald's restaurant in Mason, Michigan. By working with RAINN to develop a new system, that will be ready to launch by January 6 of 2019. If you sign the enclosed duplicate copy of this letter we may begin developing the training program immediately. The rates in this offer are in effect until December 20.

Sincerely,

A handwritten signature in black ink, appearing to read 'MD', with a stylized flourish at the end.

Michael Dickerson Franchise Owner

RB: mem

Enclosure

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