



CREW TRAINER WORKBOOK

Crew Trainer's Name

October 2012

Mcdonalds Crew Trainer Manual

Mike Gandy



Mcdonalds Crew Trainer Manual:

Fast Food, Fast Talk Robin Leidner,1993-08-04 Attending Hamburger University Robin Leidner observes how McDonald s trains the managers of its fast food restaurants to standardize every aspect of service and product Learning how to sell life insurance at a large midwestern firm she is coached on exactly what to say how to stand when to make eye contact and how to build up Positive Mental Attitude by chanting I feel happy I feel terrific Leidner s fascinating report from the frontlines of two major American corporations uncovers the methods and consequences of regulating workers language looks attitudes ideas and demeanor Her study reveals the complex and often unexpected results that come with the routinization of service work Some McDonald s workers resent the constraints of prescribed uniforms and rigid scripts while others appreciate how routines simplify their jobs and give them psychological protection against unpleasant customers Combined Insurance goes further than McDonald s in attempting to standardize the workers very selves instilling in them adroit maneuvers to overcome customer resistance The routinization of service work has both poignant and preposterous consequences It tends to undermine shared understandings about individuality and social obligations sharpening the tension between the belief in personal autonomy and the domination of a powerful corporate culture Richly anecdotal and accessibly written Leidner s book charts new territory in the sociology of work With service sector work becoming increasingly important in American business her timely study is particularly welcome

Working Mother ,2002-10 The magazine that helps career moms balance their personal and professional lives

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How to Train the Trainer Ken Drummond,1999-06-01

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