

The Founder Movie – 20 Questions

1. What is Ray Kroc doing at the beginning of the film? Summarize his situation?
2. What was Ray's experience of the American food scene before he joined McDonald's? Explain
3. How did Ray first get in contact with the McDonald brothers?
4. What was the location of the first ever McDonald's store? Describe Ray's first experience of it. How was it different to all the other restaurants at the time?
5. What was on the menu at the very first McDonald's store?
6. Complete the following: "S _____ is the name of the game". How was this achieved at McDonald's?
7. What were the three main food/drink items that McDonald's first focused on? Why these items?
8. How did they practice the layout and system of McDonald's before the first opening?
9. Define the word 'Franchise'
10. Why were the McDonald brothers initially reluctant to use the franchise model?

11. What were the first steps Ray took when he joined McDonald's?
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14. Describe Ray Kroc's personality
15. How did Ray initially sign up franchisees?
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20. Research the true story of what happened. How accurate is the film to the actual story? Explain the similarities and differences

The Founder Movie – 20 Questions (Answers)

1. What is Ray Kroc doing at the beginning of the film? Summarize his situation?

Ray is trying to sell milkshake machines and appears largely unsuccessful, receiving multiple rejections. He seems frustrated with his situation and is losing hope despite his attempts to keep motivated and to find success

2. What was Ray's experience of the American food scene before he joined McDonald's? Explain

Dissatisfying, slow, and inefficient. We saw Ray experience a number of 'drive-in' restaurants where a waiter or waitress came up to his car window to take his order before finally, usually after a considerable time (if they even remembered the order), delivering his order. Ray found this frustrating. Most restaurants/lunch rooms/cafes back then were small and independent

3. How did Ray first get in contact with the McDonald brothers?

When Ray found out that an unusually large order had been placed for his milkshake machines. Ray thought this was an error so he decided to call the business which had placed the order, which was the McDonald brothers' restaurant. Soon after he visited their store

4. What was the location of the first ever McDonald's store? Describe Ray's first experience of it. How was it different to all the other restaurants at the time?

Monrovia, California, close to the Monrovia airport (later moved to San Bernardino). Ray couldn't believe how quick his food came out and the overall efficiency and quality of the system being used. They also used disposable packaging which was a novelty back then. Ray had a very pleasant experience which left a deep impression on him

5. What was on the menu at the very first McDonald's store designed by Ray Kroc?

Fries, shakes, and burgers along with root beer, coke, orange juice, coffee and milk

6. Complete the following: "S _____ is the name of the game". How was this achieved at McDonald's?

Speed. Achieved by having a system where everyone specializes and completes one task efficiently. Also having fewer items on the menu and a working area designed for efficient and easy movement

7. What were the three main food/drink items that McDonald's first focused on? Why these items?

Fries, Shakes, and Burgers. Popular, tasty and quick to make. Also, relatively inexpensive to produce and easy to work with in large numbers. Finally, the three items combined well for one meal

8. How did they practice the layout and system of McDonald's before the first opening?

Outside on a tennis court using chalk to draw in a hypothetical design of the layout and having employees practice different configurations and layouts until the best one was achieved

9. Define the word 'Franchise'

A licence granted from a franchiser (for example, McDonald's) to a franchisee (for example, the people Ray signed up to open new McDonald's restaurants) to use the brand, trademarks, knowledge, systems and other information/products related to the franchiser. McDonald's is mostly a franchise where franchisees have opened up McDonald's restaurants that look and feel similar all over the world

10. Why were the McDonald brothers initially reluctant to use the franchise model?

They wanted to stay small, independent and in control. They also didn't want the potential stress that came with franchising

11. What were the first steps Ray took when he joined McDonald's?

Trying to get finance, signing up franchisees, and trying to have more control over everything related to McDonald's outside of the McDonald brother's store

12. What were the first names of the McDonald brothers and how were they both portrayed in the film compared to Ray Kroc?

Richard (Dick) and Maurice. Both shown to be honest, hardworking and caring individuals with high morals and ethics. This is in contrast to Ray who is portrayed as more of a villain, someone with lower standards in morals and ethics than the McDonald brothers.

13. Why was Ray's wife unhappy with him? What were their differences?

Didn't spend much time with her or at home. Was obsessed with furthering McDonald's and making money – she had previously seen the same traits when he had tried to sell other products. She wanted a secure and less time consuming and stressful lifestyle than Ray was pursuing. She was depicted as wanting to be more like the neighbours. Ray was shown as more of a risk taker than his wife

14. Describe Ray Kroc's personality

Variety of answers could be given according to student's opinion of Ray. In the movie he is portrayed as, among other things, ambitious, a risk taker, selfish, unethical, immoral, and aggressive

15. How did Ray initially sign up franchisees?

Went to the country club which was mostly frequented by rich people. Gave a pitch to whoever he thought could afford a franchise. Later on he attended more working-class establishments and pursued couples who would work hard and really care about the McDonald's brand

16. What was the three-word slogan that Ray promoted?

McDonald's is family

17. How does Ray compare the symbol of the cross on top of a church to the golden arches of McDonald's?

**"McDonald's can be the new American church".
Ray hopes the golden arches will become as well known as the cross on a church. A focal point that everyone is drawn to and understands what it symbolizes. A place where family's congregate. "Crosses. Flags...Arches"**

18. Describe how Ray Kroc worked with the McDonald brothers?

In the film he is shown as demanding and aggressive in his dealings with the brothers, wanting changes that suited Ray not necessarily the McDonald brothers. In the end he is not 'working' with the McDonald brothers as such but grasping control of the business out of their hands

19. Was Ray Kroc's behavior ethical? Explain why/why not

In the movie Ray's behavior and actions were shown to be selfish and unethical. How he dealt with the McDonald brothers, and how he ultimately undercut them, could be described as immoral and severe

20. Research the true story of what happened. How accurate is the film to the actual story? Explain the similarities and differences

Mostly accurate with a few exaggerations and minor changes. However, the following are differences between the movie and reality:

- The milkshake mix wasn't Joan's idea and was implemented after the McDonald brothers were out of the business**
- Ray did not tell Ethel he wanted a divorce while they were eating dinner and instead first told her extended family of his intentions to divorce her**
- Ray did not go into the hospital with a blank cheque for the McDonald brothers to fill in**