



2019 NEXT GEN ACADEMY

for Finance & Leadership



Next Gen Candidate or Recently Approved? What's Your Plan for Success?

-  How do you transition from the “son or daughter of the owner” into the executive leading the organization in both operations and finance?
-  What three critical skills must you learn before your business meeting with McDonald's Corporate Franchising team?
-  Which key financial performance indicators and ratios influence decision making and help set your business strategy?
-  “Know Thyself”: How should you change your communication style for conversations with different audiences?
-  How do you have “difficult conversations” with family members that are safe and productive?
-  What's your Individual Development Plan (IDP) for Success?

Enroll in Concannon Miller's
**Next Gen Academy for Finance and Leadership
for McDonald's Next Gen Operators**

February 5-7, 2019

The Vinoy Renaissance Hotel | St. Petersburg FL

Welcome Cocktail Reception - **February 4, 2019**

What our attendees said...



I believe this academy is a must for anybody currently in the Next Gen program who's looking for better financial understanding! Whether a potential candidate, currently in the next gen program or an approved operator, everybody seemed to take away something from the experience!

This academy helped me to have a better understanding of the Financial Viability Ratios and how McDonald's uses them to evaluate the financial strength of my business! It also helped better prepare me for my financial interview, which is a part of the next gen candidate process!

Joe Snell, Greater SouthWest Region



Sponsored by



What's Your Plan for Success?

Become a Better McDonald's Owner Operator

Enroll today in Concannon Miller's Finance & Leadership Academy for McDonald's current Next Gen Operators, recently approved Next Gen, Next Gen candidates, spousal program candidates and registered applicants, an exclusive offering for McDonald's Owner Operator families looking to develop and lead their organizations into the future through understanding and executing sound financial and leadership practices.

What participants get out of this program:

- Individual support for developing and refining your IDP and business plan.
- Gain perspective on specific skills it takes to become a well-rounded successful operator – the CEO of the organization. It takes more than just financial savvy and operational excellence.
- Clarity on your personal style and tendencies and learn effective strategies for communicating with individuals with differing styles.
- Financial skills for non-financial Next Gens so they understand how to read P&L's, cause and effect, and help them master the concepts needed to complete their McDonald's Next Gen workbook, and more importantly, become an effective business owner.
- Advanced financial training in order to assess, achieve and/or maintain financial viability for your organization. Participants will take a deep dive into their ratios and develop financial strategies in order to position themselves for future growth and re-write, as well as leverage their business to develop wealth for the long-term.
- Through group exercises, round tables and follow-up programs, participants will further develop a peer group for support.
- Develop a road map and goals to progress toward initial/multi-restaurant ownership.
- Grow your peer network of owner/operators and professionals.
- Prepare for your meeting with McDonald's Corporate Franchising team.
- Learn the factors and roadblocks to acquiring your first or next restaurant.

You won't want to miss . . .

Concannon Miller



Next Gen Academy for Finance & Leadership

February 5-7, 2019

The Vinoy Renaissance Hotel
St. Petersburg FL

Monday, February 4, 2019 — 7 - 9 pm

Welcome Cocktail Reception (optional)

Register Today!

<https://2018-next-gen-academy.eventbrite.com>



Rated "Outstanding" by our participants.

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The Next Gen Academy is an extremely thorough and clearly explained crash course in McDonald's accounting, finance, estate planning, leadership, and self awareness and improvement. In addition, it is an outstanding opportunity to network with other operators or future operators, from around the country, with similar experience levels and in similar situations. It is one of the best seminars that I have attended.

David Horner | SoCal Region

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For further information on the program, please contact our office at 800-272-2733 Ext 3377 or log on to

www.concannonmiller.com/who-we-serve/mcdonalds-owneroperators

The Finance & Leadership Academy is designed to support and augment the curriculum required by McDonald's Corporation and addresses technical areas of the "Financial Skills Development Workbook" so that participants can successfully complete the McDonald's requirements. Additionally, the Academy is for Next Gen families who understand the importance of developing performance areas not covered in that program that are critical to long-term success and prosperity.



The curriculum is delivered by credentialed, tested professionals in specialized areas of finance and accounting, leadership and human capital strategy. The program, delivered over a full year, begins with a symposium that sets the stage for development and success. Together they will work on goals and strategies for their organizations, as well as participate in separate round-table sessions and panels to discuss common generational issues.

Over the course of the Academy, content will be delivered through a variety of media: group meetings, webinars, and one-on-one coaching.

Who Should Attend

New to the Program (thinking about entering the Next Gen program or new to the program); may or may not have equity

- ▶ Financial insights into the process from a financial perspective
- ▶ Developing important financial acumen to prepare you to nail your financial skills portion of the Next Gen program
- ▶ Crucial conversations – with parents and with McDonald's Corporate Franchising team
- ▶ Know yourself – Preparing for leadership by understanding your "type" and preferences; developing self-awareness for effective communication
- ▶ Develop a peer group across the country in the same stage of development

In the Program have 20%, not yet approved

- ▶ Understand what owning 20% means and important next steps
- ▶ Nail the interviews with McDonald's Corporate Franchising team
- ▶ Achieving your ultimate goal of approval
- ▶ Develop relationships with people who have been through this and will help take you to the next level.

Approved, own 20% or more in a restaurant

- ▶ Wondering what is next?
- ▶ Not happening fast enough, how do I become a full operator?
- ▶ How do I make the P&L's mine?
- ▶ Develop a peer group across the country in the same stage of development
- ▶ Move from working in the business to working on the business

100% owner of 1+ restaurant

- ▶ Next-level financial acumen
- ▶ Developing crucial conversations to hold with your key employees, family, managers etc. to help you get to the next level
- ▶ How to make this your own business with every decision you make. What is your decision-making process?
- ▶ Making this a profitable, sustainable business
- ▶ Acquiring your next restaurants – important information on structure and planning

NEXT GEN ACADEMY for Finance & Leadership Concannon Miller



Limited Enrollment Spaces Available

Finance & Leadership Kick-Off

Dates: February 5-7, 2019
February 4, 2019 - Evening Welcome Cocktail Reception (optional)

Location: The Vinoy Renaissance Hotel
St. Petersburg, FL

Cost: \$995 tuition (register on or before December 15, 2018)
\$1195 tuition (register after December 15, 2018)

Tuition cost includes:

- ▶ 2 1/2 Day High Intensity Workshop including:
 - Program Materials
 - Meals
- ▶ Follow-Up Webinars
- ▶ 1 Hour Professional Consulting to prepare for a meeting of your choice

We keep this program size small in order to deliver greater value.

NOTE: The program sold out in prior years with a waiting list, so register early.

Register Today!

to secure your space in the Next Gen Academy
for Finance and Leadership
<https://2018-next-gen-academy.eventbrite.com>

Hotel Information: A link to the hotel will be included in the confirmation email after registering. We reserved a block of rooms at the rate of \$269.00 per night.

FORWARD-FOCUSED CPAs WHO UNDERSTAND McDONALD'S BUSINESS



1,500+

Restaurants

When McDonald's Owner Operators have better advice for their businesses, they get better results. When they thrive, the system thrives.

Concannon Miller's experienced, deeply committed team focuses on the individual needs of each client so they achieve optimal financial results. We prepare them to meet the rigors of the system in this challenging economic environment.

245+

Owner/
Operators

Innovation That Gets Results

We pay attention to important opportunities and metrics required for growth and rewrite, for optimal business transitions, and for peace of mind. Our large team of exceptional professionals understands and applies tax law, presenting opportunities relevant to the McDonald's business.

42

States



49

Years

Concannon Miller
Certified Public Accountants Business Consultants

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www.ConcannonMiller.com

