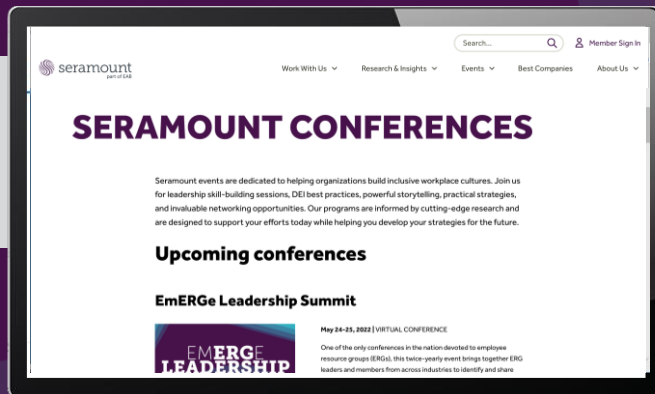




# Our Webinar Will Begin Shortly

**Subscribe to  
Seramount's Events  
Newsletter**

Stay up to date on events that  
build DEI competencies at every  
level.

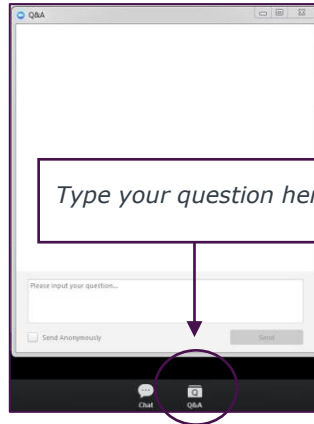


## Engaging in Chat



Utilize the **Chat button** to make comments throughout the session.

## Asking a Question



## Brief Exit Survey



We'd appreciate your **feedback** on today's presentation.

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# **How McDonald's Is Dismantling Economic Barriers Through Business Diversity**

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We empower the world's most inclusive workplaces.

### Trusted Partner to Organizational Change Agents

#### ASSESSMENT AND STRATEGY

**Uncover the Real Levers to Unlock DEI Progress**

Unfiltered insight into the employee experience powered by innovative technology and over 40 years of DEI data and insights

#### RESEARCH AND ADVISORY SERVICES

**Set Strong Foundations and Build Actionable Roadmaps**

Expert guidance rooted in research and benchmarking to support your strategic talent priorities

#### LEARNING AND DEVELOPMENT

**Transform Your Culture by Enabling DEI at Scale**

Impactful workshops and events that build core leadership competencies at every level

We partner with **450+** corporations, government entities, and nonprofits **globally**.

We guide **~50% of the Fortune 100 and ~25% of the Fortune 500** on their DEI journey.

**Karmetria Dunham Burton, Ph.D.**  
*Senior Director, Global Diversity*  
*McDonald's Corporation*





**Business Diversity**  
**Karmetria Burton**  
**Sr Director –Global Business Diversity**

# Business Diversity Work Stream

Business Diversity focuses on driving inclusive purchasing practices and supports our suppliers on their DEI journey



# Mutual Commitment to Diversity, Equity and Inclusion

MCDEI Impact Results  
2021-2022





# Let's make a difference

Here's how we'll do it.

McDonald's can accelerate change in our business and in industries beyond our own by inviting those that work with us to join in our ambition to deliver meaningful and overdue societal progress.

McDonald's US spend with suppliers, including professional services, is approximately \$14B annually (including purchases made by franchisees for food, distribution, packaging, equipment, toys and uniforms).

McDonald's can offer our suppliers access to best practices and other tools, as we collectively create the infrastructure to support increased representation of historically underrepresented talent and stronger cultures of inclusion designed to close equity gaps.

"MCDEI is successful due to partnerships that share in the McDonalds values"

**Chris Kempczinski**

President & CEO



# The MCDEI Pillars

A circular inset image showing a person working at a desk in an office environment.

## Workplace

To create safe inclusive workplaces for employees contractors.

- Reduces supply risk by improving working conditions.
- Lowers employee attrition driving stability in business.
- Helps better reflect the consumer base.

A circular inset image showing a person on a bicycle carrying a large red delivery bag with a logo.

## Marketplace

To demonstrate Maturity, Progress & Performance of a Supplier Diversity strategy

- Can support a company's supplier diversity goals

A circular inset image showing a smiling woman with glasses.

## Community Development

To take action to build local community

- Helps drive actions that we know matter

# Pledge to Progress: MCDEI 2022 Roadmap!

#WWC22

April 3, 2022  
MCDEI@WWC  
MCDEI Supplier  
Convening at WWC in  
partnership with McKinsey

July 20, 2022  
Conference & Celebration!  
MCDEI Conference and  
One-Year Celebration!

August 23, 2022  
Assessment Opens  
MCDEI Annual  
Assessment Launch

September 29, 2022  
Certification  
Round-Up

February 23, 2022  
MCDEI Supplier  
Convening  
Getting Committed to  
Mutual Commitment:  
A DEI Journey

June, 2022  
SupplyHive  
Training  
Prep for Annual  
Survey in August

August 16, 2022  
SupplyHive  
Orientation  
MCDEI SupplyHive  
Orientation  
Session

September 23, 2022  
Assessment Closes  
MCDEI Annual Assessment  
Closes

December 2022  
End of Year Note  
MCDEI Thank you note to  
Suppliers for their  
Commitment to MCDEI

# MCDEI By the Numbers

83%

Response Rate\*

395

Providers Signed the  
MCDEI Pledge\*\*

5

Research Partners\*\*\*

86.2%

Domestic Spend  
Impacted\*\*\*\*

5

Supplier Engagement  
Sessions

\*Based on 263 respondents out of 318 surveys distributed  
\*\*Signed as of October 17, 2022

\*\*\*Catalyt, Seramount, PwC, McKenzie & Company, & NMSDC

\*\*\*\*Defined as dollars spent in 2021 with U.S.-based suppliers who have signed the MCDEI pledge as of October 17, 2022

POWERED BY  
SUPPLYHIVE

# MCDEI By the Numbers - Supplier Breakdown\*

32

Legal

120

Supply Chain

50

Restaurant  
Development

24

Technology

17

Marketing

7

Finance + GBS

8

Corp - Other

3

Global People

1

Global Impact

1

US Market

\*As of October 17, 2022

POWERED BY  
SUPPLYHIVE

# Mutual Commitment Leadership Involvement



**Chris Kempczinski**  
President & CEO



**Marion Gross**  
Executive Vice President  
Global Chief Supply Chain Officer



**Reginald J. Miller**  
Global Chief Diversity  
Equity and Inclusion Officer



**Karmetria Burton**  
Sr. Director Global  
Business Diversity



**Steven Hunter**  
Global Director of Diversity,  
Equity, and Inclusion



**Heidi Capozzi**  
McDonald's Global Chief  
People Officer



**Jenny McCulloch**  
Vice President, Chief  
Sustainability Officer



**Morgan Flately**  
Senior Vice President  
Global Chief Marketing Officer



**Francesca DeBiase**  
Retired EVP, Global Chief Supply  
Chain Officer



**Suheily Davis**  
Senior Director, Diversity, Equity &  
Inclusion

# Collaborators



# Workplace

## The Takeaway



With a 58% average positive response, our workplace assessment shows that DEI is a priority for our suppliers, but there is ample room for improvement.

### Workplace

"Do you have a Senior Diversity Leader to guide the DEI team and collaboration, i.e. reporting, metrics, etc.?"



### Workplace

"Do you provide annual DEI training on Unconscious Bias?"



### Workplace

"Does your company have a diversity, equity and inclusion policy or strategy/plan?"



### Workplace

"Do you have an individual(s) dedicated to defining a process and plan for DEI matters?"



### Workplace

"Do you provide annual DEI training on other topics?"



### Workplace

"Do you have a diverse leadership team represented by minorities and women?"



### Workplace

"Do you have mentoring programs or other development tools, plans and goals focused on the retention and promotion of minorities and women at all levels of the organization?"



### Workplace

"Does your board of directors include representation of women and minorities?"



\*Response rates are rounded to the nearest whole number.

POWERED BY SUPPLYHIVE





# Marketplace



## Marketplace

"Does your company have a supplier diversity policy or strategy?"



## Marketplace

"Does your company track its spend with diverse owned businesses?"



## Marketplace

"Does your company have clearly defined goals to spend a certain percentage with diverse suppliers each year?"



## Marketplace

"Does your company participate in any outreach to meet diverse suppliers?"



## Marketplace

"Do you have a Tier 2 supplier strategy?"



## The Takeaway



With a 34.5% average positive response, our marketplace assessment shows that DEI is a priority for our suppliers, but there is ample room for improvement.



## The Takeaway



**With a 59.6% average positive response, our community development assessment shows that DEI is a priority for our suppliers, but there is ample room for improvement.**

# McDonald's Responses

## Workplace

"Does your company have a diversity, equity and inclusion policy or strategy/plan?"

Yes ✓

With the strength of our Company's System and support of our Board, we have worked together to build a more diverse, equitable and inclusive business, source more food responsibly, adopt more sustainable practices, and implement innovative and credible solutions in our ongoing quest to be a good neighbor in the communities where we live, work and serve.

## Workplace

"Do you have a Senior Diversity Leader to guide the DEI team and collaboration, i.e., reporting, metrics, etc.?"

Yes ✓

We have a Chief Diversity, Equity and Inclusion Officer with support of the Global Diversity, Equity and Inclusion Team.

## Workplace

"Do you provide annual DEI training on Inclusive Leadership?"

Yes ✓

Required at Officer Level, Optional for Director+ employees starting in 2022

## Workplace

"Does your board of directors include representation of women and minorities?"

Yes ✓

Yes, as of November 2022, McDonald's has four women and four men from an Underrepresented Group on the Board of Directors.

## Workplace

"Do you provide annual DEI training on Unconscious Bias?"

Yes ✓

This is available on a voluntary basis.

## Workplace

"Do you provide annual DEI training on Anti-Harassment?"

Yes ✓

Annual "US Corporate Safe and Respectful Workplace" required certification

## Workplace

"Do you provide annual DEI training on other topics?"

Yes ✓

Quarterly "Let's Talk..." Sessions on different topics and on-demand CAMPUS online curated learning from DEI Team

## Workplace

"Do you have mentoring programs or other development tools, plans and goals focused on the retention and promotion of minorities and women at all levels of the organization?"

Yes ✓

Yes. Women and underrepresented groups are mentored through several of our Employee Business Networks at all levels.

## Workplace

"Do you have an individual(s) dedicated to defining a process and plan for DEI matters?"

Yes ✓

We have a Chief Diversity, Equity and Inclusion Officer with support of the Global Diversity, Equity and Inclusion Team.

## Workplace

"Do you have a diverse leadership team represented by minorities and women?"

Yes ✓

Beginning in 2021, our Board incorporated quantitative human capital metrics into the annual incentive compensation for our Chief Executive Officer and Executive Vice Presidents to hold leadership accountable. This has helped support our positive progress towards achieving our goals to increase the representation of women globally and underrepresented groups in the U.S. in leadership roles (Senior Director and above) by the end of 2025.

# McDonald's Responses

## Marketplace

"Does your company have a supplier diversity policy or strategy?"

Yes ✓

## Marketplace

"Does your company track its spend with diverse owned businesses?"

Yes ✓

## Marketplace

"Does your company participate in any outreach to meet diverse suppliers?"

Yes ✓

We do engage in outreach. Our outreach includes local Chicago events and National events.

## Marketplace

"Does your company have clearly defined goals to spend a certain percentage with diverse suppliers each year?"

Yes ✓

## Marketplace

"Do you have a tier 2 supplier strategy?"

No ✗

## Community Development

"Does your company have a paid volunteering program for employees?"

Yes ✓

U.S. employees received 3 paid workdays (up to 22.5 hours) annually. Part time U.S. employees receive 12 hours of paid time off annually.

## Community Development

"Does your company have community impact and engagement strategies? (i.e., Corporate giving, invest in minority-owned banks)"

Yes ✓

McDonald's has a community impact and engagement strategy that involves financial support to charitable organizations aligning to our purpose and impact pillars within communities we serve and encourage all employees to get involved with those same charities. McDonald's also has a matching gifts program, where McDonald's will match dollar for dollar up to a designated amount each year.

## Community Development

"Does your company have relationships with diverse community, academic and industry organizations?"

Yes ✓

McDonald's currently has strategic alliances with 50+ community partners from organizations across the US that serve and support communities to include (but not limited to): African American/Black, Asian, Latinx/Hispanic, Multicultural, Native American, Women, LGBTQ+, Disability, and Veterans. All of these organizations align with our Global Diversity, Equity and Inclusion strategic pillars to a) represent the communities we serve, b) accelerate cultures of inclusion and belonging and c) dismantle barriers to economic opportunity.

# 2023 Pledge to Progress Roadmap





**Thank you**

# Interested in More?

## Take Our Poll

### I'm interested in...

- 1 Downloading the research report, *ESG and DEI: The New Indicator of Employee, Stakeholder Satisfaction*
- 2 Registering for our next webinar: Driving DEI Progress That Creates Lasting Change: It All Starts With Your Strategy
- 3 Speaking to an expert about strengthening my organization's business diversity strategy for 2023
- 4 Learning about how Seramount supports organizations in advancing DEI

# Fireside Chat



**Karmetria Durham**  
**Burton, Ph.D.**  
*Senior Director,  
Global Diversity,  
McDonald's*



**Katie Mooney**  
*Managing Director,  
Advisory, Seramont*





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