



A REINVENTION CONVERSATION WITH MCDONALD'S

VIDEO TRANSCRIPT

Julie Sweet: Welcome to Reinvented with Accenture, I'm Julie Sweet.

I am so excited to be talking with Chris Kempczinski, Chairman and CEO of McDonald's.

When you've talked about your reinvention, the first part of it was reinventing the company behind it.

Chris Kempczinski: We've got to continue to make the experience better for our people, because we're in the hospitality business, and if we treat our people well, they treat our customers well.