**McDonald’s Corporation’s Strategy Map**

As is standard business practice, continue to increase profitability of business (KPI: Net Profit).

Re-focus efforts to recover revenue growth (KPI: Revenue Growth Rate).

**Financial Perspective**

Increase and/or maintain effectiveness and efficiency of business model via reduced operating costs (KPI: Operating Profit Margin).

Focus efforts on identifying customer types/segments & improving their sales revenue (KPI: Customer Profitability Score)

Improve/maintain quality of products/services (KPI: Customer Satisfaction Index).

Ensure customers always get what they demand in terms of products/services offered by identifying/correcting any shortcomings (KPI: Customer Complaints).

**Customer Perspective**

**Internal Processes Perspective**

Fully meet customer demands consistently in terms of food specifications & quality (KPI: FPY).

Increase and/or maintain effectiveness and efficiency of food preparation and delivery processes (KPI: OFCT).

Ensure food quality meets/exceeds both customer & company standards (KPI: Quality Index).

Maximize ROI of employee base (KPI: Average Employee Tenure).

**Learning & Growth Perspective**

Foster a safe, respectful, welcoming, & inclusive workplace environment (KPI: Employee Satisfaction Index).

Prevent employees from willfully leaving the company and working elsewhere (KPI: Employee Churn Rate).

**Figure 17**