



Golden Opportunity: Remarkable Careers That Began at McDonald's

Cody Teets

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Golden Opportunities is a collection of over two dozen profiles of people who launched their very successful careers with McDonalds. The book also includes 12 key “principles for success” that led to such remarkable careers as Katie Kouric’s, Jay Leno’s, and Jeff Bezos’. All of these individuals started their job path based on the foundations of their first job at their hometown McDonald’s. Author, Cody Teets, Vice President of McDonald’s and VP/general manager of the Rocky Mountain Region, also made her way up from crew member to corporate office.

What do 20 million Americans have in common with Tonight Show host Jay Leno, Amazon.com founder Jeff Bezos, actress Andie MacDowell, and former White House chief of staff Andrew Card?

They all started their working careers at a McDonald’s restaurant, learning some of the most important lessons of their lives. Golden Opportunity is a myth-busting collection of 44 profiles of people who went from flipping burgers to building remarkable careers in business, the arts, politics, science, the military, and sports.

Over the past six decades, millions of teens have earned their first paychecks under the Golden Arches. Whether they stayed for a year or a career, they learned work habits, basic skills, and the business principles that have made McDonald’s one of the best-run companies in the world.

Their journeys remind us that at the beginning of every success story there is the first paycheck from the first “real” job. That first job is not a dead end, it is a young person’s rite of passage into adult responsibility. The author’s compelling personal story—growing up in modest circumstances with a strong work ethic—gives a unique voice to the experiences of leading entrepreneurs, entertainment figures, and others who represent a cross section of American enterprise. They recall what they learned in their first jobs at McDonald’s and how those lessons helped them build their remarkable careers.

Including a foreword by Willard Scott—the original Ronald McDonald—and the 10 Golden Opportunity Keys to Success, this collection of stories will leave you wondering what today’s burger flippers will achieve tomorrow.

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