

## **THE FOUNDER (2016)**

The story of Ray Kroc, a salesman who turned two brothers' innovative fast-food eatery, McDonald's, into the biggest restaurant business in the world, with a combination of ambition, persistence, and ruthlessness.

In 1954, Ray Kroc is an unsuccessful traveling salesman selling Prince Castle brand milkshake mixers. While he has a supportive wife, Ethel, and has saved enough to live a simple and comfortable life in Arlington Heights, Illinois, he craves more. Ray also observes that many of the drive-in restaurants that he tries to sell to are inefficiently run, with a long waiting time for orders and carhops more concerned with avoiding the groping from greasers than getting the orders right. After learning that a drive-in in San Bernardino is ordering an unusually large number of milkshake mixers, Ray drives to California to see it. What he finds is McDonald's—a highly popular walk-up restaurant with fast service, high-quality food, disposable packaging, and a family-friendly atmosphere.

### **CAST:**

Michael Keaton – as Ray Kroc

Nick Offerman – as Dick McDonald

John Carroll Lynch – as Mac McDonald

Laura Dern – as Ethel Kroc

Linda Cardellini – as Joan Smith

B.J. Novak – as Harry Sonneborn

Wilbur Fitzgerald – as Jerry Cullen

Patrick Wilson – as Rollie Smith

Analysis should focus on many of the concepts/principles that are presented in your course textbook. You are to choose four (4) of the seven (7) concepts listed. You are bold/underline the concepts you are addressing in your analysis and then you are to give two or more examples from the movie for each of the four concepts you picked. This analysis is to be in an essay format – please proofread your work before submitting it to the assignment. This is to be college level writing, please double space, 12cpi, 1" top, bottom and side margins.

- Conflict: 5 modes of handling conflict as presented to you by your instructor and is a handout under your content tab in D2L
- Listening: can focus on styles/categories; can focus on the HURIER Model of Listening
- Nonverbal Communication: Types of nonverbal communication: vocalics, proxemics, environment, emblems, regulators, illustrators, adapters, haptics
- Types of Organization: Identify: traditional management, human relations model, human resource management, contingency plan, transformational (see handout under your content D2L tab for definitions)
- Ethics: Define the term ethics according to your textbook
- Persuasion: Identify the method of persuasion used throughout the movie according to the methods identified in your textbook (inductive reasoning, causal reasoning, deductive reasoning, analogical reasoning, cognitive reasoning).
- Problem solving: The Basic Problem-Solution Procedure – 1. Define the problem; 2. Research & analyze the problem; 3. Establish a check list, generate possible solutions, how to implement