AJCC: 50th Anniversary Special Project

# Behind the Scenes of OO Competitions

As a special project for the 50th anniversary of AJCC, this year "Owner Operator Competitions" will be held based on the operations of Owner Operators and the judgement rate within FC companies. An interview was held with Owner Operator Ryuji Kawamura from McDonald's Japan's franchisee FFFJ Co., Ltd., one of the first to apply, to hear about his determination and thoughts towards AJCC!

Owner Operator
FFFJ Co., Ltd.
McDonald's Japan
Franchisee
**Ryuji Kawamura-san**

## Q Tell Us About Why You Decided to Participate in the Owner Operator Competition and Your Determination!

When I joined the McDonald's Family as an Owner Operator about two years ago, I was deeply impressed by the fact that AJCC was not a "competition of technical skills" but "a culture to develop talent." Additionally, encouraged by this year's theme "Move Forward, Be Yourself," I decided to participate in the Owner Operator Competition to take one step forward. While undergoing training for the Potato Person category, I not only came to truly appreciate the difficulty and depth of the work but also developed an even greater sense of respect for the crew members who carry out operations at such a high level.

## Q What Preparations Are Being Made at Your FC Company for This Year's AJCC?

As an important opportunity for talent development, we worked to establish a company-wide system for this activity. As part of this, the AJCC Steering Committee was set up last year. Centering on RGMs gathered through open calls within the FC company, measures to improve the judging rate and expert ratio were rolled out and the management of OC and FC competitions is being promoted. I believe that being able to inspire one another across restaurant boundaries served as a catalyst to enable each restaurant and each crew member to progress further.

## Q What Efforts Are Being Made on a Daily Basis for the Development of Crew?

As we believe that investing in our people is the key to the company's growth, we place the highest priority on creating an environment where people can thrive. At our restaurants, RGMs and Managers provide daily coaching while fostering continued growth through "recognition," one of the hallmarks of McDonald's culture. We will continue to strive to create an environment where crew find joy in "learning" and "growing" by making use of programs such as AJCC and dCDP.

## Q What Kind of Opportunity Is AJCC for Crew?

AJCC is an opportunity for each and every crew person to take center stage. As they work hard toward their goals, confidence can be built and growth can be gained through support among fellow crew members. In addition, those offering the training also gain the valuable experience of being able to polish their skills of developing people. With a national winner being born from the FC company last year, momentum is extremely high. I hope that as many crew members as possible will use this as a starting point for their next challenge and take on new challenges in their own way.



## A Surprise Interview with the RGMs Who Help Deliver AJCC!

We spoke with three RGMs who play active roles as members of the AJCC Executive Committee!

(From left) RGM Nishikawa-san and Crew Hiroi-san, Totsuka Harajuku Restaurant; RGM Fukui-san and Crew Yumoto-san, Tohka-Ichiba Restaurant; RGM Ozaki-san, Route 1, Totsuka Hirado Restaurant

Question

### Please Tell Us What Led You to Get Involved as a Member of the Executive Committee and What You Keep in Mind as You Engage in the Relevant Activities.



RGM
Nishikawa,
Totsuka
Harajuku
Restaurant

While serving on the Executive Committee last year, I got to share with everyone the joy of qualifying for the national competition, but there were also some aspects, e.g., judging rates, that left me feeling a bit frustrated personally. That kind of experience motivated me to contribute even more, and that is how I decided to voluntarily become a member this year. As a member of the Executive Committee, I hope to ensure that the AJCC isn't just another contest, but rather an opportunity for each and every crew person to take on new challenges with a positive attitude. That's why this Committee strives to implement fun initiatives that encourage everyone to compete AND have a good time together.

Question

### What Are Some of the AJCC-Related Initiatives and Memorable Stories at Each Restaurant?



RGM Ozaki,
Route 1,
Totsuka Hirado
Restaurant

What stands out in my memory is when, as a member of the Executive Committee, I got to visit other restaurants — taking part in the judging process and giving feedback together with their managers. By continuing such efforts, the number of judging opportunities gradually increased, and I could really feel that the overall mindsets in those restaurants started to change. I was also impressed when I heard crew members from my own restaurant express their eagerness to compete in the AJCC. I truly felt that the examples set by the senior crew members taking on new challenges helped inspire the next generation.

Question

### Please Tell Us About Your Goals Going Forward!



RGM Fukui,
Tohka-Ichiba
Restaurant

The Tohka-Ichiba restaurant served as the venue for the FC contests, and last year, my colleagues and I had the opportunity to witness firsthand how so many crew people and Executive Committee members worked together toward a common goal. Once again, I realize that the AJCC is not something created by one person alone, but something we all build together. Now that I am getting involved as a member of the Executive Committee this year, I will work with my colleagues to help build an organization in which as many crew members as possible feel inspired to give the AJCC a try, and where we can all cheer them on as they take on that challenge.

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