Founder Movie Guide

Themes: contracts, franchising, conflicting vision and goals.

Please answer the questions and hand this back in next week. I will be back next week.  ***You can write directly on this sheet.***  One paragraph (5-7 sentences) for each question is fine.

1. Why did the McDonald brothers resist franchising their business?
2. Why does Ray Kroc want to renegotiate the contract with the McDonald brothers?
3. How did you feel about the McDonald brothers? How did you feel about Ray? Did those feelings change throughout the movie?

1. Give five examples of how Ray demonstrate perseverance.

1.

2.

3.

4.

5.

1. How would you describe McDonald’s role in American society today? How has its role changed over the years and what challenges has the company faced?
2. Discuss the purpose and effectiveness of the tennis court scene?