

## McDonald's India: Optimizing the French Fries Supply Chain

By: Carol S. Dweck

**Presentation By:**  
Korbin Derr





By: CAROL S. DWEEK

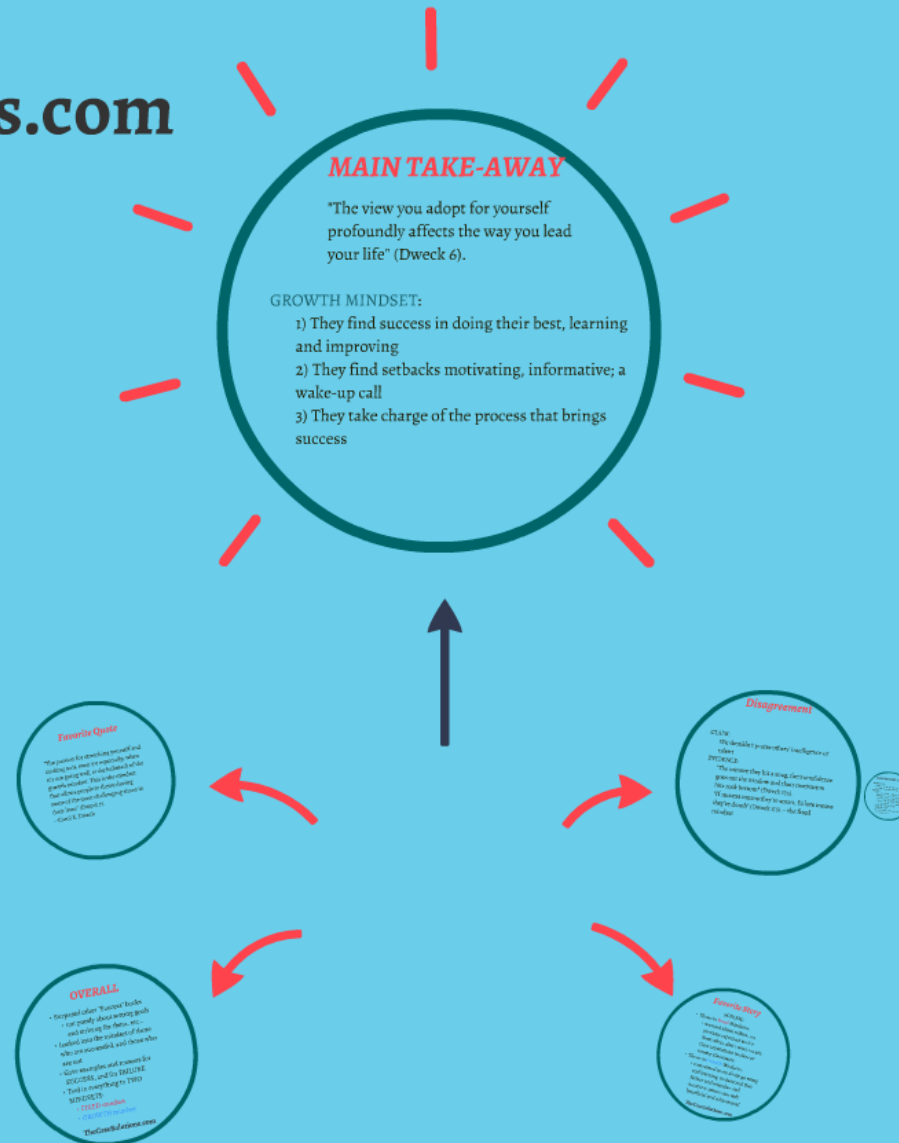
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# OVERALL

- Surpassed other "Success" books
  - not purely about setting goals and striving for them, etc...
- Looked into the mindset of those who are successful, and those who are not
- Gave examples and reasons for SUCCESS, and for FAILURE
- Tied in everything to TWO MINDSETS:
  - **FIXED** mindset
  - **GROWTH** mindset

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## *Favorite Story*

### SCHOOL:

- Those in **Fixed** Mindsets:
  - worried about failure, set previous expectations for themselves, don't want to ruin their reputations in class or among classmates
- Those in **Growth** Mindsets:
  - Concerned more about growing and learning, understand that failure and mistakes and incorrect answers are only beneficial and educational

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## **FIXED MINDSET:**

"Who cared about or enjoyed learning when our whole being was at stake every time she gave us a test or called on us in class?"

--Dweck, pg 6

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