



#IFA 2017

CONVENTION

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Best Practices for Starting or Reinventing a Franchisee Advisory Council

The FAC can be one of the most power tools that a franchisor has to work side-by-side with its members to achieve franchisor and franchisee network goals.

This panel will discuss the most effective methods to accomplish this!

GOLDEN NUGGETS

(not to be confused with the casino)

- Prime drivers to start a Franchisee Advisory Council.
- Key ground rules for structuring a FAC.
- ZOR and ZEE communications to and from the FAC.
- Building strong relationships of FAC trust and transparency.
- If your FAC is not all you want it to be recreate one that is.

Moderator: **Jim Squire, CFE**

Executive Vice President and CDO

Firestorm

Panelist: **Thomas Flaherty**

President and CEO

Agile Pursuits Franchising (P&G Tide Dry Cleaners)

Joe Hunt

Vice President of Franchise Relations

Zaxby's

Jeff Tews

Multi-unit Franchisee

BrightStar Care and BrightStar Senior Living

What were the drivers, such as years in business, number of franchisees, number of units, etc. that caused your brand to first establish your FAC?

How did you structure your FAC and what are your key ground rules that proved most helpful?

- What is the defined purpose of the FAC?
- What powers are granted to the FAC?
- Are there Sub-committees / project teams?
- How do you become a member? What are the eligibility requirements?
- What are the officer positions and terms of office?
- Who sets the frequency of meetings and the agenda?
- How are costs borne by the franchisor or franchisee?

How do you communicate with the FAC?

How does the FAC communicate the results of the meetings with the rest of the franchise system?

How do you create an environment of trust and transparency?

How do you build strong relationships with FAC members?

Have you ever had to reinvent your FAC, and if so, why, how, and what have been some of the outcomes?

Reflecting back, knowing what you know now, what would you do differently as it relates to structuring and managing the FAC?

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Q&A

Thank You!

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