

# IMPROVING FRANCHISE COMMUNICATIONS & GROUP MEETINGS

Developed by the

# Franchise Relations Committee Franchisee Forum

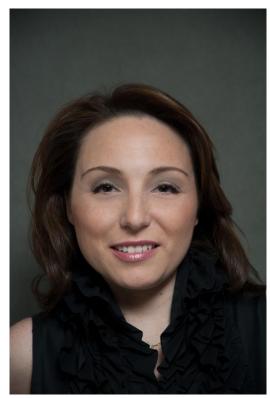


## Improving Communications & Meetings

- Make communications meaningful
- Hold meetings that are beneficial to all
- If communicating change, explain why it is needed and what the benefits are
- Solicit feedback or input
- ☐ Focus on effectiveness; not "epic-ness"



#### **PANELISTS**



Mariana Huberman Owner The UPS Store, Washington DC Vasari, LLC (Dairy Queen)



Bill Spae President & CEO



Mitch Cohen CEO Management 360, LLC (Jersey Mikes Subs)



#### **PANELISTS**



Jo Kirchner
CEO
Primrose Schools



Charlie Chase
President and CEO
FirstService Brands, Inc.



Russ Umphenour



# MODERATOR/PRESENTER



Steve Rafsky
Chairman & CEO
Padgett Business Services



Greg Nathan
Founder
Franchise Relations Institute



#### Panel Discussion Points

- ➤ Maximizing Franchisee Attendance & Involvement
- Ensuring Field Visits are Efficient & Useful
- > Providing Engaging Leadership Updates
- > Communicating Change to get Engagement
- Making Regional & National Meetings Useful
- ➤ Getting the Most Value from Franchisee Surveys
- > Avoiding & Fixing Communication Mistakes



# Five Tips for Improving Group Meetings

- #1 Name what's important to your franchisees
- #2 Set up your room to maximize connection
- #3 Use group processes that prevent grandstanding
- #4 Regulate your energy to 20% higher than group
- #5 Use vivid questions to keep people engaged



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Table 1 & 2	Table 3 & 4 How to actively <u>involve</u> franchisees in <u>contributi</u>
How to get franchisees to attend meetings and conventions	to meetings and conventions
Table 5 & 6	Table 7
How to ensure franchisees are <u>not bombarded</u> with	How to keep online franchisee forums and porta
information, so they read what they are sent	<u>useful and constructive</u>
Table 8 & 9	Table 10
How to ensure FAC meetings are conducted	How to use <u>task forces</u> and <u>project teams</u> to ge
<u>effectively</u> and <u>add value</u> to the network	<u>franchisee input</u> on important initiatives
Table 11	Table 12
How to ensure online or phone coaching calls with	How to ensure field visits are <u>efficient</u> and <u>usef</u>
franchi <u>sees are useful</u>	
Table 13	Table 14
How to successfully facilitate remote small group	How to provide <u>useful</u> and <u>engaging</u> leadership
meetings - online or by phone	updates
Table 15	Table 16
How to ensure franchisees feel informed about	How to effectively communicate change so you
issues impacting on them and their business	franchisee <u>commitment</u>
Table 17	Table 18
How to consult with franchisees on important	How to communicate with franchisees so they for
strategic issues so everyone feels heard	safe to share financial or personal information
Table 19 & 20	Table 21
How to run engaging and useful <u>regional</u> or <u>patch</u>	How to create an <u>engaging</u> and <u>useful</u> <u>nationa</u>
meetings	<u>convention</u> program
Table 22	Table 23
How to ensure large meetings that address	How to get the most value from franchisee
<u>controversial issues</u> , remain <u>constructive</u>	satisfaction surveys
Table 24	Table 25
How to ensure the Franchise Support Office is	How to give feedback without making others
responsive to franchisee requests	defensive
Table 26	Table 27
How to receive feedback without getting defensive	How to rebuild trust and commitment after a
	dispute or strained franchise relations
Table 28	Table 29
Common communication mistakes	Common communication mistakes

