



#IFA 2017

CONVENTION

JANUARY 29-FEBRUARY 1 | MANDALAY BAY | LAS VEGAS, NV

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



Bill Spae

President & CEO

Vasari, LLC (Dairy Queen)



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