



Certified Franchise Executive™

We are a leading resource to help franchise professionals at every stage of their careers accelerate individual and organizational growth.

Celebrating more than 60 years of excellence in education and advocacy, the International Franchise Association (IFA) is the world's oldest and largest organization representing franchising worldwide. IFA delivers best-in-class government relations, research, professional development, and networking programs to protect, enhance, and promote franchising.

The Certified Franchise Executive™ (CFE) is the gold standard for leadership and accomplishment in the franchise community. Participants in the CFE program complete an impressive array of course offerings in business development, franchise management, and leadership to gain insights into franchise strategy and operations. This program is designed to provide information about all phases of franchising to assist emerging organizations that are just starting their journey while helping more established leaders understand how to successfully cultivate a growing enterprise.

"The CFE program has provided me with invaluable knowledge to better support our franchisees at Senior Helpers. Strengthening my skills in franchise law, finance, marketing, ethics, and strategy has equipped me with the tools and confidence to guide our franchisees in achieving their goals and to provide better care for our clients."

*– David Chandler, CFE
Senior Director of Strategic Programs,
Senior Helpers*

MISSION

The Certified Franchise Executive™ program works to protect, enhance, and promote franchising by:

■ Certifying and educating existing and potential franchise professionals in an academically rigorous program.

■ Delivering professional development opportunities for accelerated individual and organizational growth to the franchise community.

"Achieving the Certified Franchise Executive (CFE) designation has been such a fulfilling journey. I began the program with over 30 years of practical experience gained from working in franchise operations. The courses offered in this program have increased my knowledge in all aspects of business. In addition, the opportunity to interact and learn from peers has been invaluable. I wish I would have completed the Certified Franchise Executive (CFE) certification years ago. The CFE designation demonstrates my continued commitment to excellence, and passion to serve the franchise business industry."

- Wanda Hoegren, CFE
Business Operations Manager
Homewatch CareGivers



Why Should a Member Get Involved? What is the Value/Opportunity?

Professional Development

CFE Program participants complete courses in business development, franchise law, human resources management, finance, strategic planning, and more to gain insights into franchise strategies and operations.

Industry Recognition & Professional Standing

The CFE designation is a symbol of leadership and accomplishment throughout the franchise community. It is currently the only certification program offered through IFA and has been recognized in the franchise industry for over 30 years. Many franchise brands strongly desire the CFE designation for leadership roles and promotion.

Peer Networking

The CFE Program combined with IFA events creates rich opportunities for you to network and learn from industry professionals. Beyond in-person events, the program maintains a robust online presence for virtual networking and best practice sharing on LinkedIn.

PROGRAM TOPICS INCLUDE:

- ✓ Franchising Fundamentals
- ✓ Navigating Franchise Law
- ✓ Buy and Grow Your Franchise
- ✓ Franchise HR Infrastructure
- ✓ Leading Franchise Teams
- ✓ Building a Profitable Relationship with Your Franchisor



Commitment to Franchising

The CFE designation exemplifies your commitment and passion for franchise management within the greater franchising community.



LinkedIn



GET INVOLVED

Become a Certified Franchise Executive™ today. Visit franchise.org/certification or contact IFA Senior Manager of Certification Programs Brittney Cosby at cfe@franchise.org.