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Mary Ann O'Connell, CFE

President

FranWise®

Moderator

Marcia Mead

Vice President of Franchise Recruiting

Outdoor Living Brands

Moderator

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Operations Summit Part 1: Hiring and Retaining Great Talent

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Ash Robinson

Fit4Mom

CEO

David Lewis

Express Employment
Professionals

VP of Franchising

Clarissa Bradstock

Any Test Franchising

CEO

OBJECTIVES FOR TODAY'S SESSION:

- Determine when you need to add to the corporate team
- Determine which roles should be added first
- Outline ways to attract the best talent
- Share ideas for retaining the best talent

Operational Summit: Section One Exercise

Fantasy Franchise Hiring Exercises

Fantasy Franchise started franchising in 2015 and now has 50 franchisees. They have \$200,000 allocated for additional personnel. Follow guidelines on your handout for round table discussions to help this emerging brand grow.

CONCLUSIONS:

- Plan for growth
- Use resources wisely
- Think of the benefits of working for your brand
- Retaining good talent is easier than recruiting new talent

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Operations Summit Part 2: “U Gotta Have a GREAT Training Program”

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Sandy Craven

Director of Training

Sport Clips

Cordell Riley

President

Tortal

OBJECTIVES FOR TODAY'S SESSION:

After this session you will:

- Have had a laugh or two
- Know how to evaluate training needs
- Know what makes GREAT training and a GREAT trainer
- Know the formats of training
- Know tools and technology for training

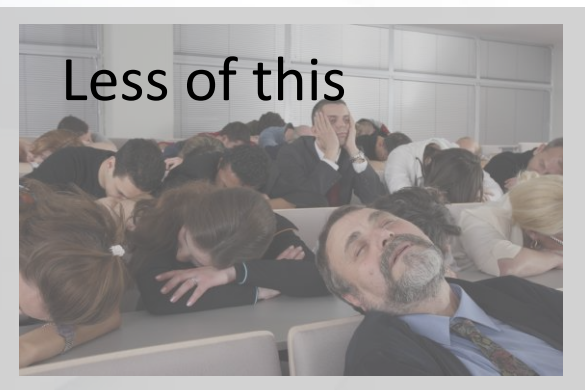
This is About YOU!!



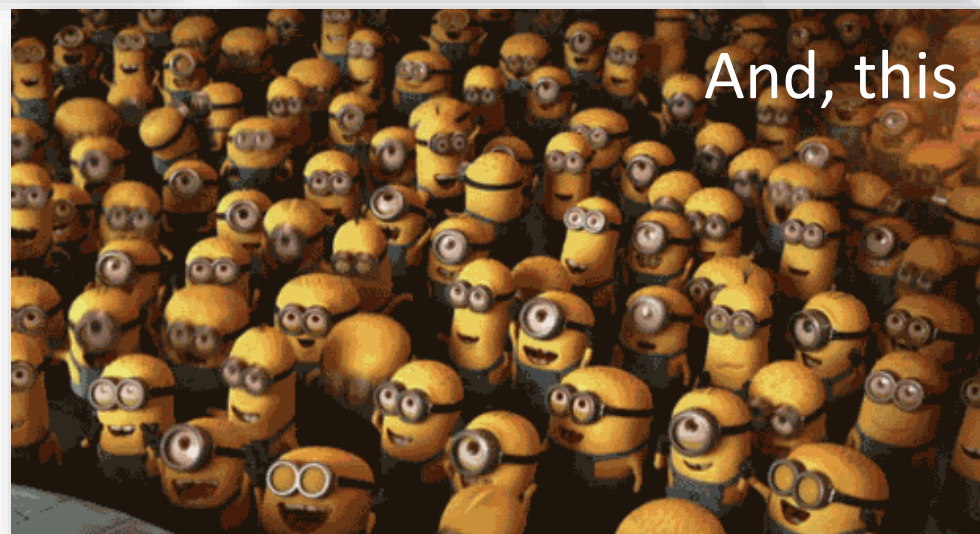
More of this



And, more of this

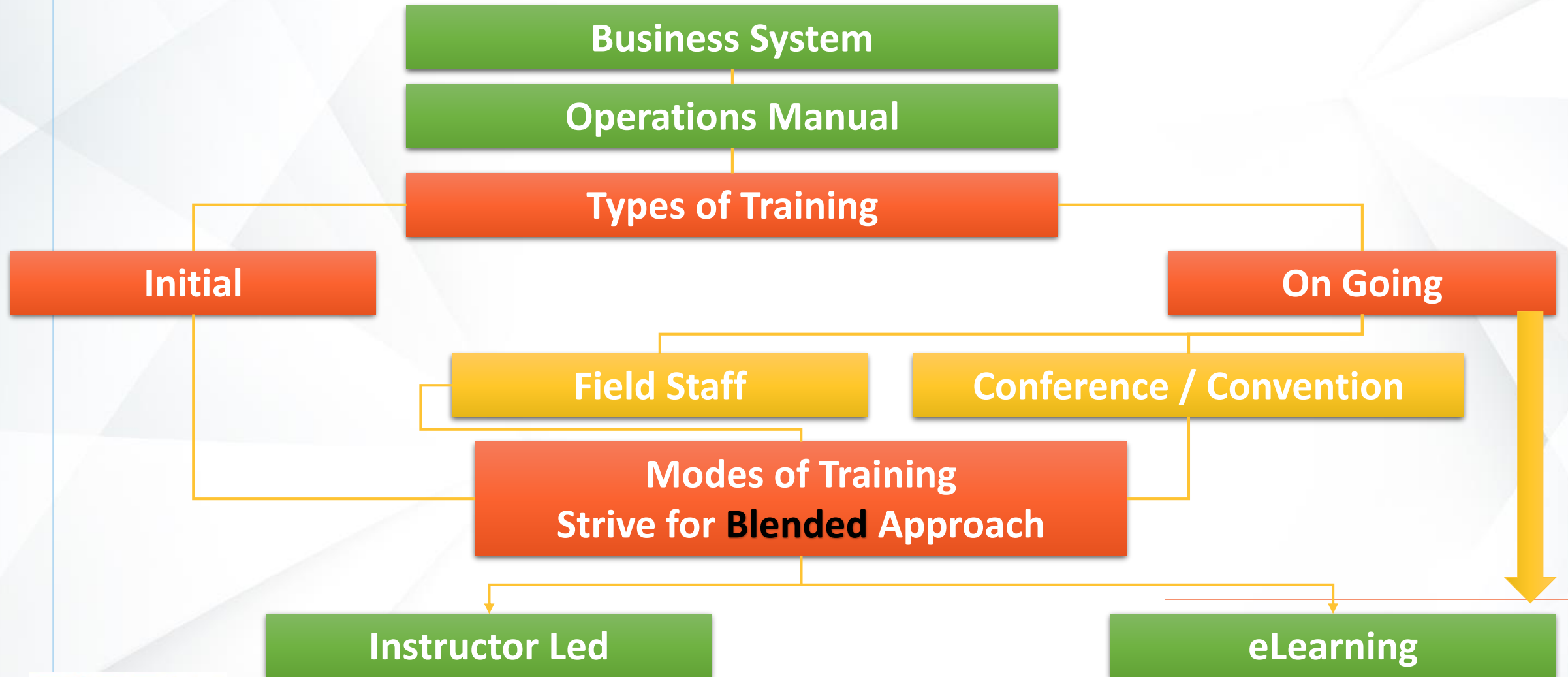


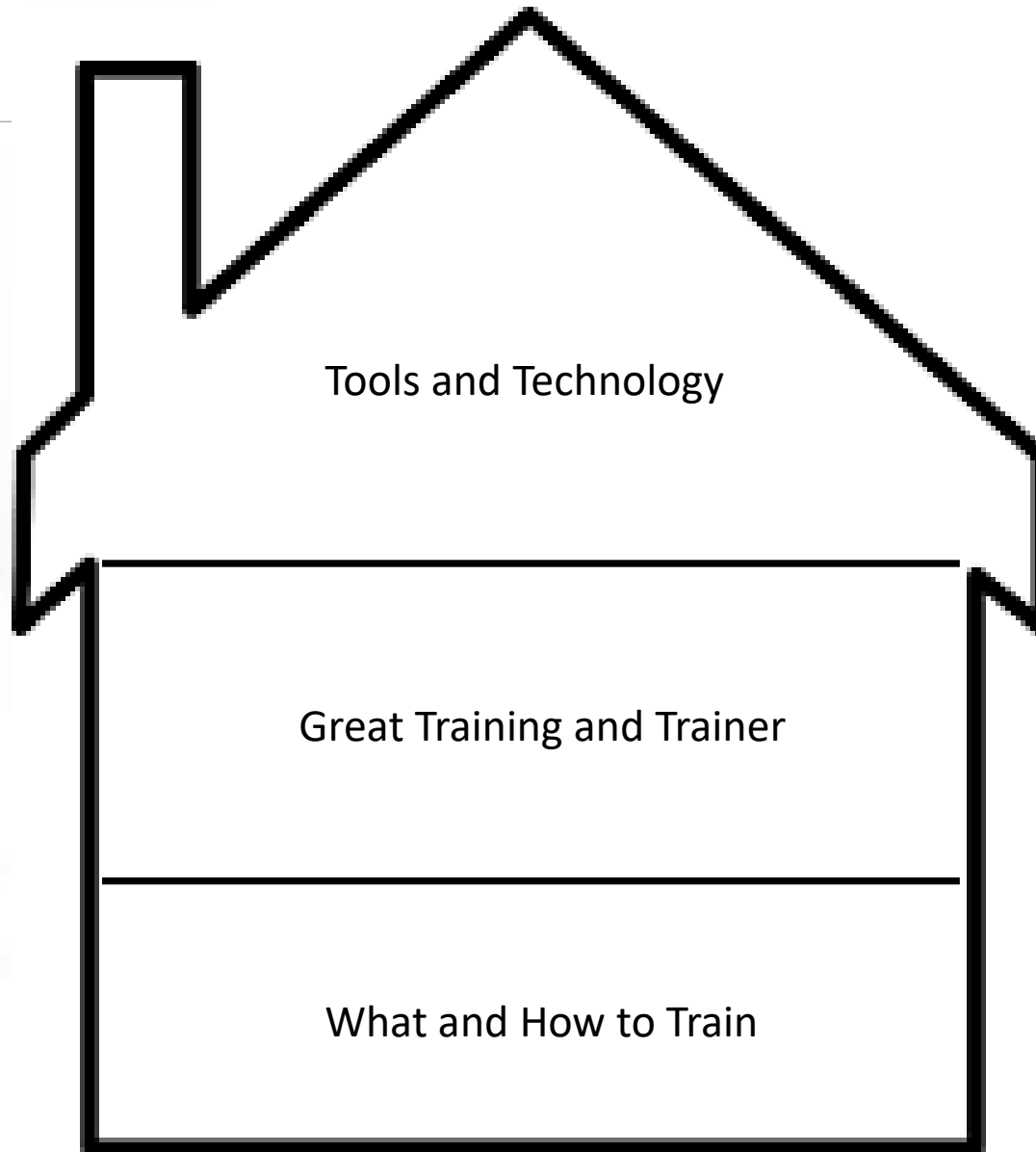
Less of this



And, this

Franchise Training Model





Tools and Technology

Great Training and Trainer

What and How to Train

CONCLUSIONS:

- Create a Culture of Training
- Don't try to cover everything
 - “What,” then, “Who” and “How”
- Focus on delivering TRUE Training
- Work towards the Goal
- Make Training FUN

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Operations Summit Part 3: Established Brands – Keeping Your Edge

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Norm Willardson, CFE

Senior Director of Operations

Great Clips

Marianne P Murphy, CFE

Vice President of Brand Experience

Floor Coverings International

OBJECTIVES FOR TODAY'S SESSION:

Even the most established brand needs to review operational support to keep its edge.

- What are the tools, protocols and resources that are most effective?
- How to have support keep pace with the growing sophistication of the franchisees.
- How to add, change and discontinue support functions with minimal disruption.

Keeping your edge.

Tools. Protocols. Resources.

- Planning for and managing growth – Pain Points
 - Employee engagement
 - Franchisee engagement
 - Changing customer demands
- When to say “when”?
 - Growth objectives – BHAG/Incremental
- When to say “no”
 - Is it part of the vision?



Keeping your edge.

Tools. Protocols. Resources.

- Increased Role of Technology
 - Communication
 - Training
 - Development



Keeping your edge.

Growing sophistication. Keeping pace.

- Mentoring
 - Centers of Excellence – Training
- Advisory Councils
 - Ad hoc committees – Marketing Technology Branding

Shine a bright light on success!

- Publicize and celebrate the successes!
 - Individuals/Teams
 - Initiatives
 - Technology/Processes

Keeping your edge.

Growing sophistication. Keeping pace.

- Franchisees
 - Succession Planning
- Franchisor
 - The right seats/The right people in them
 - Succession Planning

Disruption

Out of chaos,
clarity emerges

When is it time to change?

Challenges

Keeping your edge.

Supporting change. What to keep. What to discard.

Do not confuse communication with connectivity, connectivity with comprehension.

Keeping your edge.

Supporting change. What to keep. What to discard.

- Alignment
 - Common Culture. Common Language.
 - Is it in the Vision?
 - Does it align with the Core Values
 - Community Engagement - Social Responsibility

Case Study

Case Study
Breakout
Discussion



- Review the case.
 - Prioritize; What should be done first?
 - What resources/tools are necessary?
 - How will you take it to the system?
 - How will you know it's been effective?



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**Rearview mirror or forward
thinking?**

Both are important!

CONCLUSIONS:

- Tools, protocols and resources.
 - Use them all – Don't presume one is better.
- Support keeps pace with the growing sophistication of the franchisees.
 - Involve Franchisees at every level – Experience and Innovation
- Foster Strong Relationships
 - All are engaged and aligned to the Vision and Core Values

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