

Accelerate Your Franchise Story – What's Your Why?

IFA Presents:



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May 14, 2024



1:00 PM ET

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INTERNATIONAL FRANCHISE ASSOCIATION

INTRODUCTION

Let's explore the importance of having a compelling franchise story and review how to effectively communicate this story to franchise candidates.



BENEFITS OF UNDERSTANDING WHY YOU FRANCHISED?

1 POSITIONING YOUR FRANCHISE

2 SELECTING AWARD CANDIDATES

3 REACHING FRANCHISING GOALS



WHY DID YOU FRANCHISE YOUR BUSINESS?



ALIGNING YOUR COMPANY CORE VALUES, MISSION, POSITION, AND CULTURE

- Your “why” should match your company’s mission, position, and culture.
- Alignment helps maintain a consistent brand image and provides customers with a unified experience.
- Start with core values - the fundamental beliefs that guide the behavior and decision-making processes within an organization

EXAMPLE

Through being respectful, client focused, teamwork oriented and always thinking of possibilities, our company will reach its strategic goals.

Respect

People are our most valuable assets and are treated with honesty, integrity and appreciation for their diversity and unique perspective.

Client Focused

We are fully engaged and focused on our client’s growth and success, by asking questions, listening to their needs and learning what their goals are while delivering a standard of excellence in fostering their ILWEs.

Teamwork

We work on the premise that everyone has their own unique abilities and by synergizing those abilities in a team atmosphere we achieve extraordinary results. Together everyone accomplishes more.

Possibilities

We are a culture without boundaries providing opportunities of innovation and dreams for others.

Have fun in the process!



DEFINE YOUR CORE VALUES

- 1 MAKE A LIST OF YOUR FRANCHISE'S CORE VALUES.**
- 2 GROUP ALL SIMILAR VALUES TOGETHER FROM THE LIST OF VALUES YOU JUST CREATED.**
- 3 CHOOSE ONE WORD WITHIN EACH GROUPING THAT REPRESENTS THE LABEL FOR THE ENTIRE GROUP.**
- 4 WRITE YOUR CORE VALUES IN ORDER OF PRIORITY.**

DEFINE YOUR MISSION, POSITION, AND CULTURE

- Having a clear understanding of your company's mission, position, and culture is essential to create a unified, consistent brand image across all your franchise locations.
- Aligning your franchisor's "why" with these factors will help you maintain a solid brand identity, enhance the customer experience and therefore improve the overall success of your franchise.



WHAT IS THE MISSION AND PURPOSE OF MY FRANCHISE?

TO DEVELOP A STRONG MISSION STATEMENT:

- Make it specific – clearly state why the business exists.
- Make it concise – aim for a brief statement that is easy to remember.
- Make it meaningful – ensure the statement resonates with franchisees and customers alike.

EXAMPLE

Mission: “To be one of the world leaders in coaching by empowering our clients, organizations, and team members through the achievement of their Income, Lifestyle, Wealth and Equity, while providing a sound foundation of leadership, innovation and possibilities.”

Mission & Values

Our mission is to be one of the world leaders in coaching by empowering our clients, organizations, and team members through the achievement of their Income, Lifestyle, Wealth and Equity (ILWE), while providing a sound foundation of leadership, innovation and possibilities.

"Your Success is Our Only Business"



Through being respectful, client focused, teamwork oriented and always thinking of possibilities, our company will reach its strategic goals.

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CREATE A MISSION STATEMENT



- 1 BRIEFLY DESCRIBE YOUR BRAND PURPOSE. (WHAT PURPOSE DOES YOUR BUSINESS MODEL SERVE IN THE COMMUNITY).**
- 2 DESCRIBE YOUR COMPANY'S MISSION.**
- 3 USING YOUR ANSWERS TO QUESTIONS 1 AND 2, DRAFT A MISSION STATEMENT. (CLEARLY STATE WHY THE BUSINESS EXISTS.)**



HOW DOES YOUR FRANCHISE POSITION ITSELF WITHIN ITS INDUSTRY?

Product Quality



Price



Customer Service



Sustainability Efforts



Style/Atmosphere



Community Involvement



IDENTIFY YOUR UNIQUE SELLING POINTS



What sets your franchise apart from your competitors? What unique offerings, values, or services differentiate your brand from the rest?

1 PRODUCT QUALITY

2 PRICE

3 CUSTOMER SERVICE

4 STYLE OR ATMOSPHERE

5 SUSTAINABILITY EFFORTS

6 COMMUNITY INVOLVEMENT



WHAT ARE THE UNIQUE ASPECTS OF THE COMPANY CULTURE THAT SET MY FRANCHISE APART?

TO CREATE A VIBRANT FRANCHISE CULTURE:

- Communicate and live your core values
- Foster collaboration
- Support continued growth
- Reward behavior that exemplifies your culture (Franchisees and Home Office)

EXAMPLE

1. Embrace Possibilities
2. Entrepreneurial Mindset
3. Obsess over Client Experience
4. Strong Desire to Help Others
5. Embrace the TES Unique Differentiators

CREATE A COMPANY CULTURE STATEMENT

The culture of your franchise plays a crucial role in attracting franchisees and maintaining a consistent customer experience.

1 DESCRIBE YOUR DESIRED COMPANY CULTURE.

2 USE YOUR DESCRIPTIONS TO DRAFT A CULTURE STATEMENT.

HOW TO TELL YOUR STORY?

Marketing Materials



Social Media



Meet the Team Day



Introduction Presentation



Leadership Calls



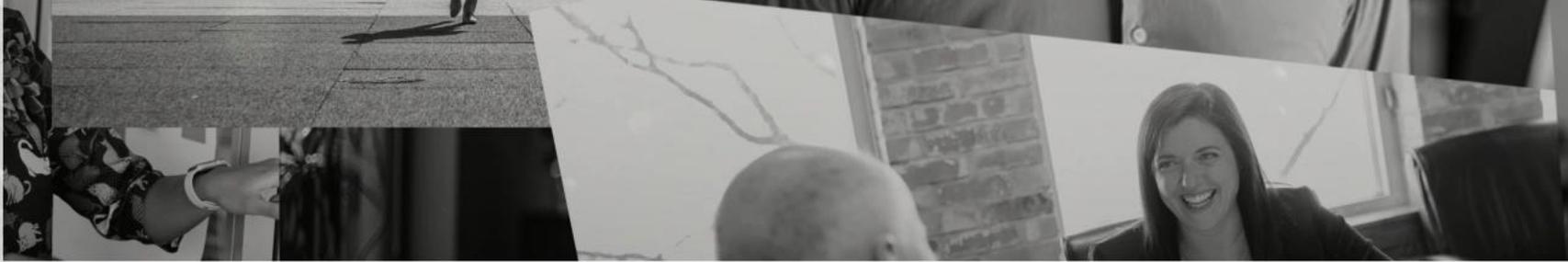
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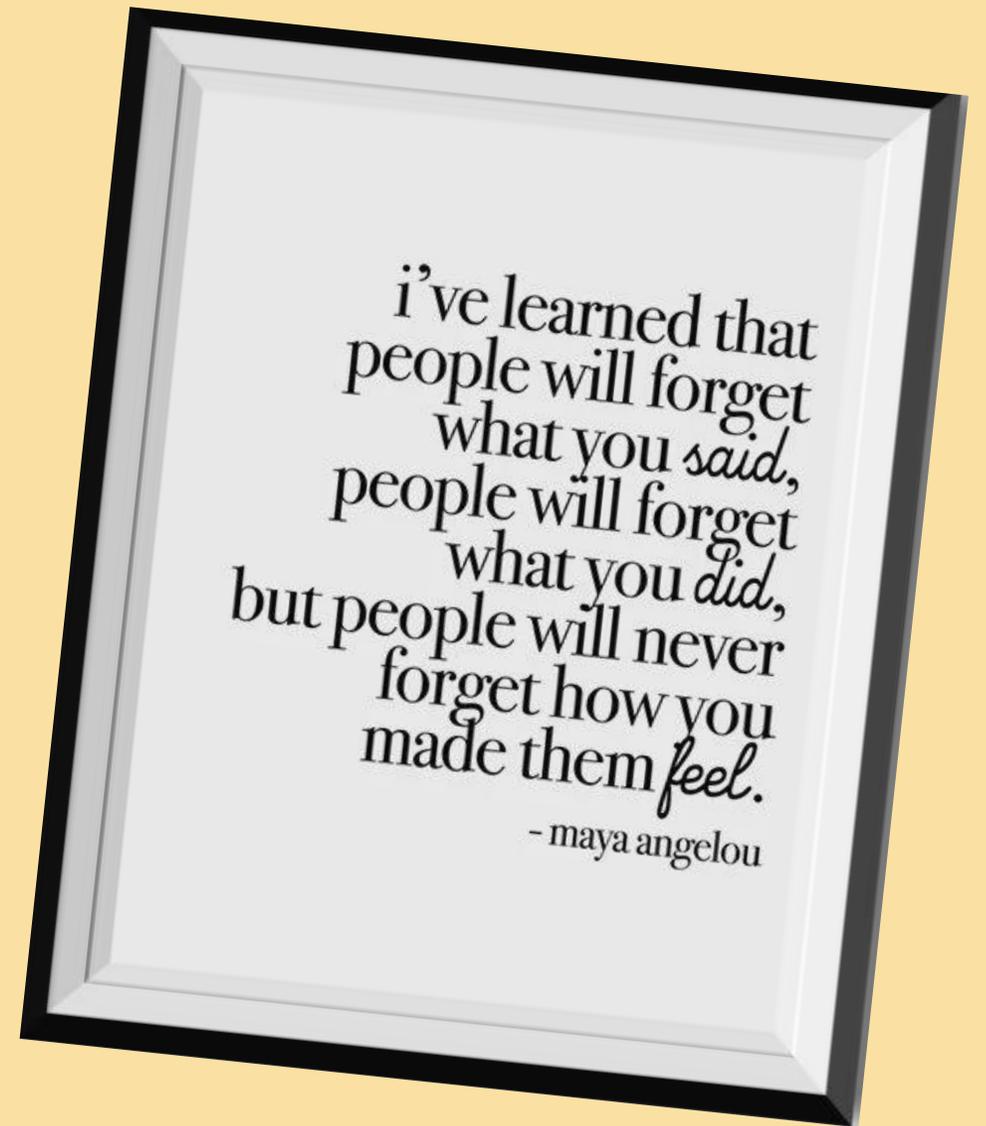
USING YOUR STORY TO ACCELERATE YOUR FRANCHISE GROWTH

- Determine the character traits of your ideal Franchisee
 - Candidate Questionnaire helps confirm alignment
 - Less cultural mismatches
- Build a stronger franchisee community
 - Rally community around common culture and values
 - Higher satisfaction of franchisees
 - Self-governing franchise system
 - Better validation





THE BUILDING BLOCKS FOR SUCCESS



QUESTIONS?



THANK YOU FOR
ATTENDING!