

Maintaining a Healthy Franchising Culture

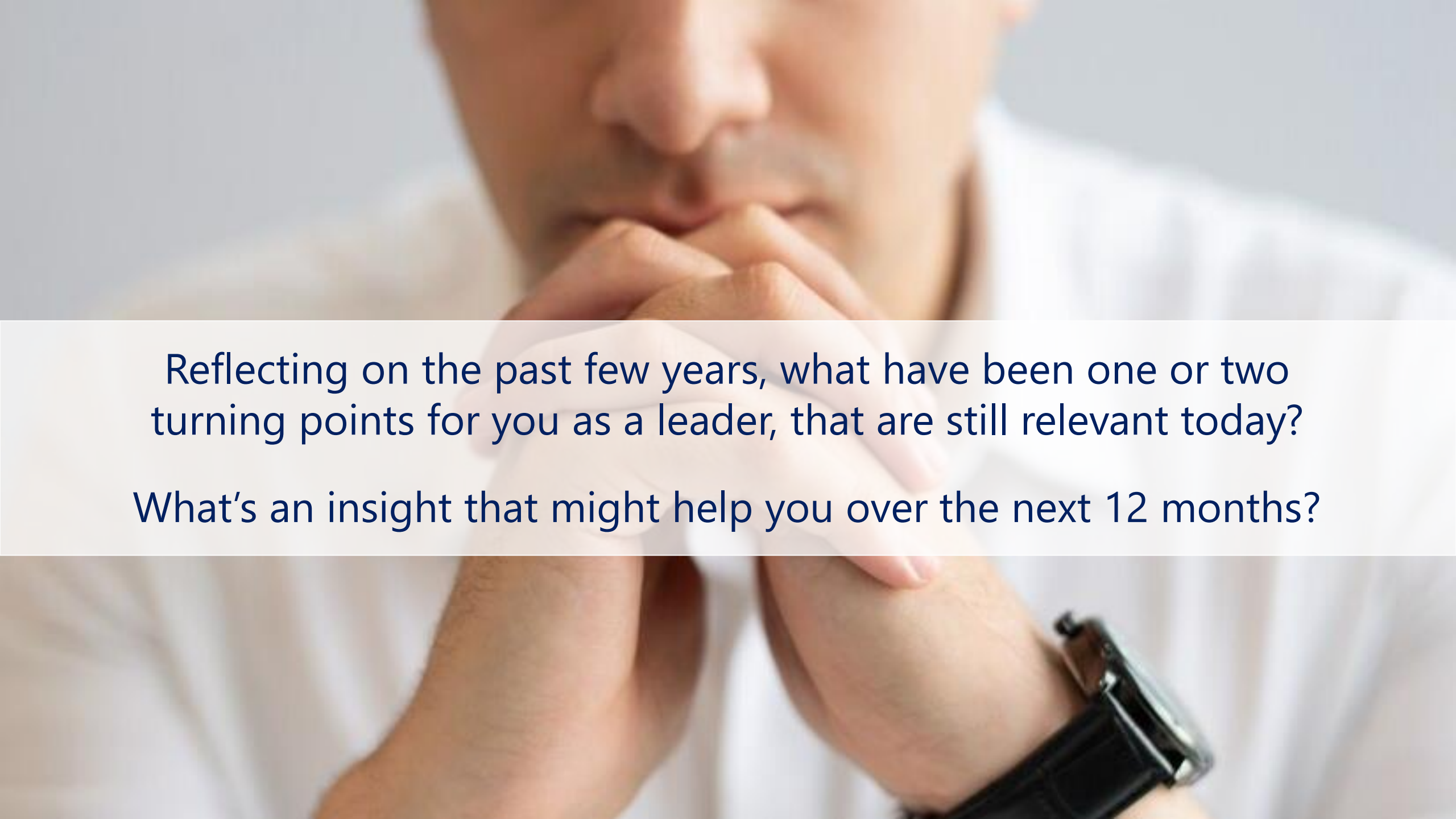
Greg Nathan, Psychologist & Founder
Franchise Relationships Institute

BRAND

What we are
known for.
Our reputation.

CULTURE

What we're
really like.
Our character.



Reflecting on the past few years, what have been one or two turning points for you as a leader, that are still relevant today?
What's an insight that might help you over the next 12 months?

The ACE Mindset

(Your secret weapon for growing a prosperous franchising network)

Advocates or promotes the franchise business

Commits to staying and reinvesting in the business

Engages with the brand and supports group strategies

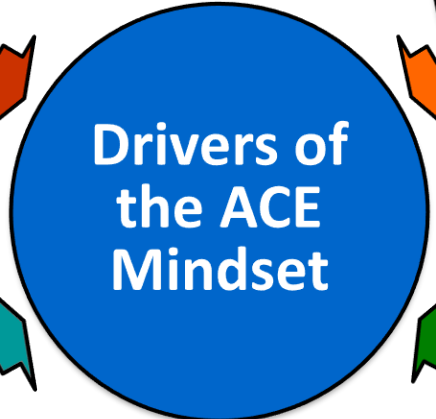


- Review services for relevance
- Train zor team in zee mindset
- Invest in KPI benchmarking
- Categorise zees by dev level



- Remind them what's been achieved
- Acknowledge challenges and difficulties
- Provide clarity on your goals & direction
- Make protecting their margins a priority

- Support them with staffing issues
- Focus them ON their business
- Facilitate discussions on hot topics
- Run resilience & vitality education



- Be transparent with decisions
- Communicate you care about them
- Seek feedback and close the loop
- Make evidence-based decisions

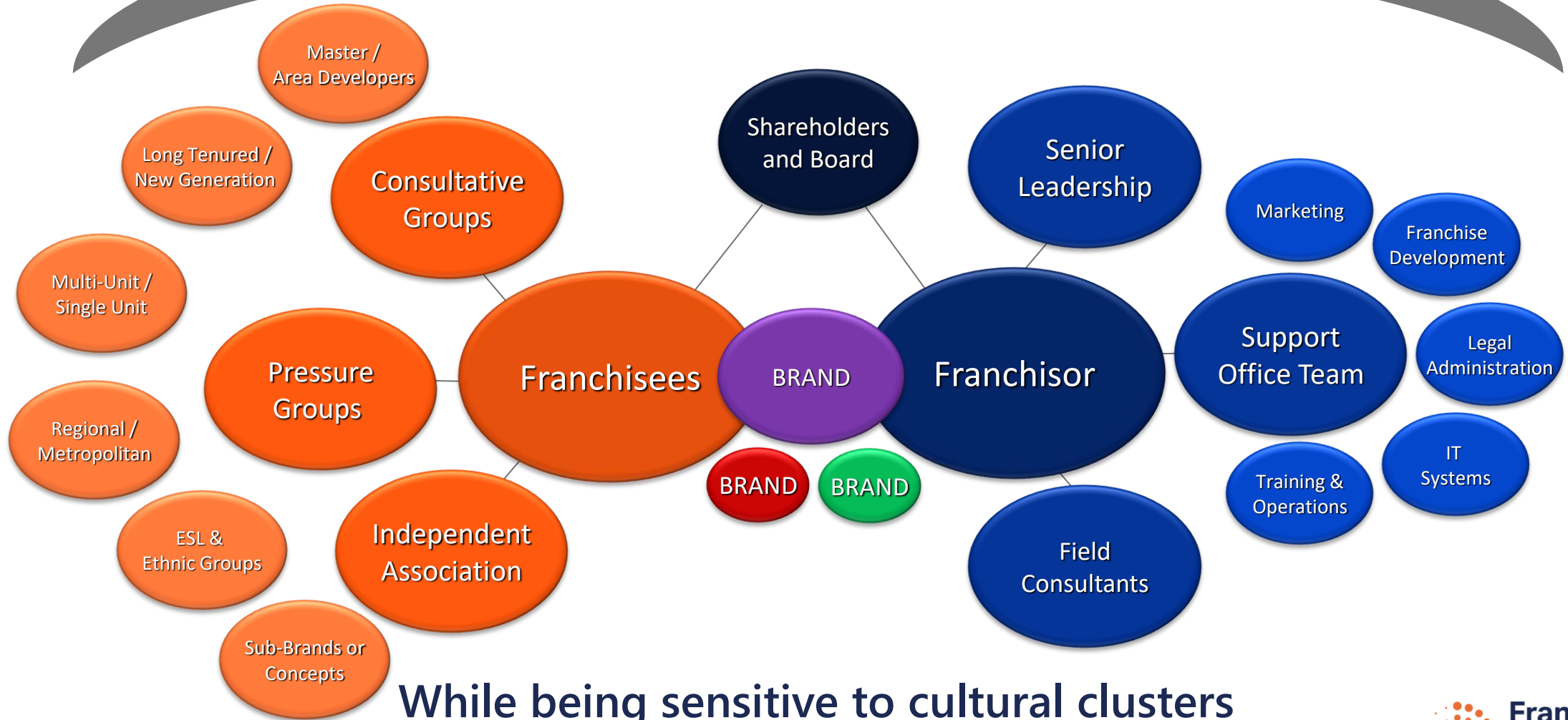


- Bring your 'why' to life constantly
- Educate everyone about the brand
- Seek input on meeting agendas
- Go for 50% interaction in meetings



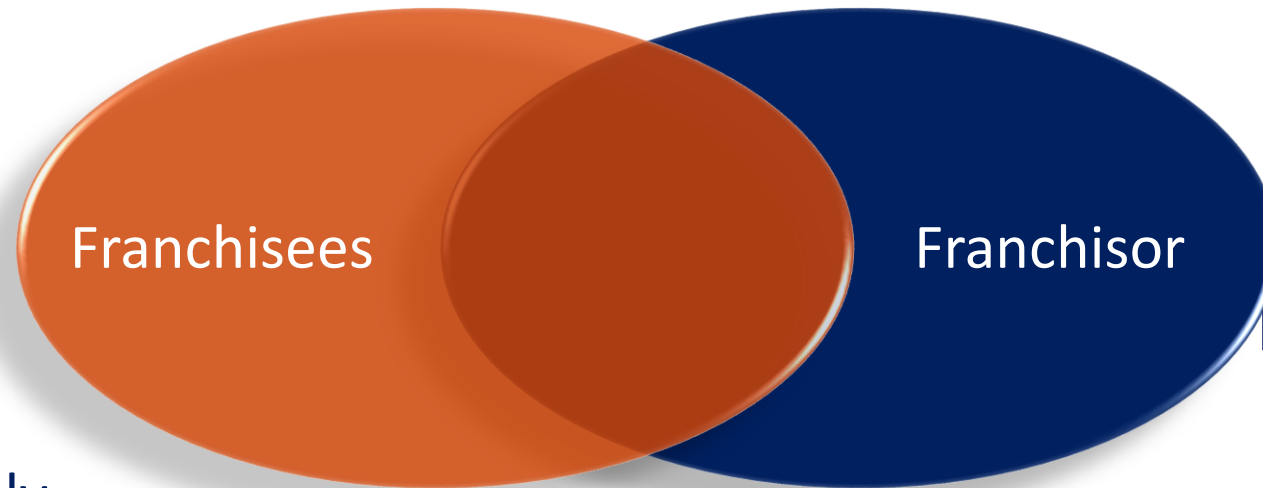
- Coordinate comms for clarity
- Conduct regular CEO updates
- Consult with mature zees
- Maximise number of awards

Aim to build an overarching culture



While being sensitive to cultural clusters

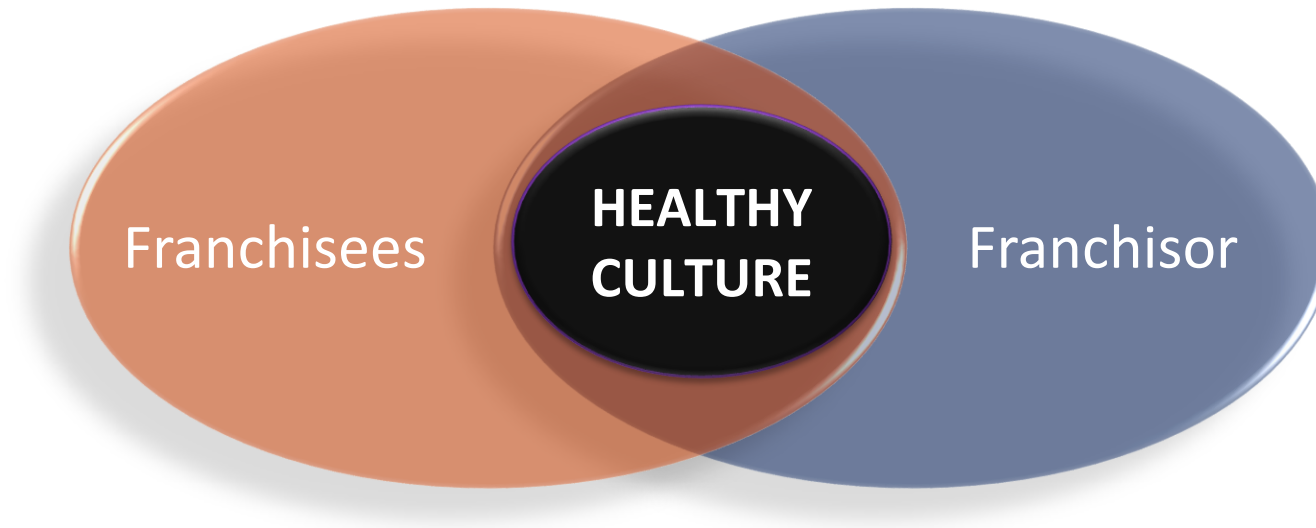
Be clear on separate accountabilities



Create advocates
Maximise profitability
Participate constructively

Lead with credibility
Provide relevant support
Protect the brand

Five elements to a healthy franchising culture



Which one of these most resonates with you?



Maintaining a Healthy Franchising Culture

Sign up to Greg's Franchise Relationship Tips at www.franchisereationships.com



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