

Godfred Otuteye's Program Descriptions

Rekindling The "Love" In Your Zee & Zor Relationship: *How to bring passion back into your franchise "marriage"*

You met and thought you liked each other. You dated and found out you really did. And then you got "married." Over time, though, the realities of franchise business life together have taken their toll --- and your relationship now just isn't what you thought it would be.

As a Zee, you are frustrated with frequent compliance demands and resentful over royalty and ad fund contributions. Maybe you are even questioning the expertise of the organization itself. As a Zor, you wonder why your Zee isn't buying into your company vision, or following your carefully laid-out operating systems.

It doesn't have to be this way! In fact...it shouldn't be.

A franchise relationship is an INTERDEPENDENT relationship, and true success requires empathy, faith and trust from both sides. In this dynamic and highly inspirational presentation, you will learn:

- The myths and truths about franchising "marriages"
- How to develop a healthy strategic partnership based on mutual respect, support and understanding
- How to replace compliance and confrontation with collaboration and commitment
- How to raise "difficult" issues to affect change (when needed) so that they can actually be heard, processed and acted upon
- How to establish a Yin-Yang culture with shared accountability for a lasting and mutual win-win

10 Surefire Strategies for Franchisee Success

Business today is very difficult, perhaps even more so than when you purchased your franchise. There are rules to be followed and "things" you must do, as well as "things" you'd like to do, but can't. All too often, though, it's not the constraints that hamper success, it's a fixed and limited way of looking at your current situation that creates unnecessary frustration.

In this thought-provoking seminar, one of the nation's most successful and respected franchise executives will share his vision on how to ensure your operation will be ultimately profitable, as well as personally rewarding. Topics include:

- Growth builders and growth busters
- Overcoming denial, dismissiveness and defensiveness
- Building the right team, culture and strategy
- Sun Tzu's elements of military strategy for franchisee success
- How to create your "9-word Values Plan"

Unleash the Power of Mentoring: *The DNA of Business Success*

According to a study done at Harvard University, there is simply NO business asset that has greater potential for an organization than the collective knowledge possessed by ALL of its employees. When that knowledge is openly shared through mentoring and internal networking, the organization becomes much, much greater than the sum of its parts.

In this powerful presentation, you'll learn from a true franchise expert and leader (who's "walked the talk" in the real world) how to shift your company's culture and turn it into an overwhelming strength that serves to improve morale, open communication, increase sales and boost revenues.

- 3 keys to unlock the power of mentoring in business and life
- Why you can't "just go it alone" and expect to win
- How to foster mentoring and networking within your organization
- The Spartacus Approach to business success

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