

10 Strategies for a Healthy Franchising Culture

by Greg Nathan, Founder, Franchise Relationships Institute

1. **Manage the impact of the leader's _____.**
Balance strengths and encourage insight.
2. **Align departmental _____.**
Encourage open discussion and reinforce shared values.
3. **Be transparent with _____.**
Explain processes and share data.
4. **Be sensitive to how _____ impact on culture.**
When strategy meets culture strategy loses every time.
5. **Respect the _____ made by franchisees.**
They are huge financial and emotional stakeholders.
6. **Be upfront and take responsibility for _____.**
Apologise and focus on fixing things.
7. **Educate people constantly on your _____ and _____.**
Talk about what you stand for and focus training on relevant behaviours.
8. **Include franchisee _____ as a corporate KPI.**
Measure it and include it in all discussions.
9. **Use the language of a _____.**
Families are fickle. Communities have goals, shared values and changing leadership.
10. **Encourage people to _____ vigorously but hold _____.**
Focus on evidence not ego. Make it okay to change views!

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