



Greg Nathan Presentations and Workshops

Franchising Industry Conference Keynote Presentations

Greg Nathan regularly addresses franchise industry conferences around the world, sharing principles, stories, case studies and the latest research on what franchisors need to know if they are to build a prosperous franchise network with happy, profitable franchisees.

Improving the Effectiveness of Field Visits

This professional development workshop is for field support consultants and operations executives, including regional managers or master franchisees. It is based on the popular book, *The Franchisors Guide to Improving Field Visits*, and includes teaching of vital principles, case studies, small group exercises, questionnaires and the practice of relevant skills — all designed to improve the knowledge, skills and confidence of the franchisee support team.

Creating an Effective Franchise Advisory Council — 1 Day Workshop

This facilitated workshop shows franchisors and franchisees how to ensure their Franchise Advisory Council (FAC) gets off on the right foot. We explain what practices drive productive FACs and then facilitate a proven process that enables the group to “customize” its own FAC process using principles that work.

Franchise Relationships Bootcamp

A workshop for the whole franchisor team — administration, marketing, operations, IT and finance people — for building a successful franchising culture. Includes teaching of vital principles, case studies and small group exercises all designed to raise awareness of the needs of franchisees and the franchisor’s role as a leader and facilitator of best practices.

Building Profitable Partnerships

An ideal keynote for mixed franchisee and franchisor audiences this session explains why a constructive relationship is so vital for success, what gets in the way and what franchisees and franchisors can do immediately to enhance the quality and value of their relationships. Greg includes an explanation of the Franchise E-Factor model in this session which often helps create a big shift in the franchisee/franchisor relationship for many franchisees.



High Performance Franchising

If you are looking for a practical conference session to inform and inspire franchisees to make more money, deliver a great customer experience and find more enjoyment through their business, this is the one. It is based on the Franchisee Wheel of Excellence, developed by Greg from years of original research with thousands of franchisees. Greg will explain the five pieces of the Wheel and the science behind them, while engaging franchisees in practical exercises to get them thinking about what they will do to put their new knowledge and insights into action. This session helps franchisees to play as a team, reinvigorate their passion for the brand, rebuild their personal vitality and work more intelligently on their business. It is also a reminder that they are responsible for making success happen and will leave them with a list of practical strategies to implement.

SPEAK! Franchise Speakers That Deliver
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