

Future-Proofing Your Franchise *The reward of responsibility in changing times*

He's been a franchisee twice, a franchisor once, hosted 2 hugely successful national network franchise television shows, been a global franchise consultant for almost 2 decades, and has founded 11 companies in 20 years.

He bought an ailing internet business that was losing \$60,000 a month and turned it around to being profitable within 90 days. And he has bought, sold and grown more companies before his 40th birthday than some business people would even *consider* in a lifetime. This entrepreneurial spirit and experience was recognized in 2006 when he became the leader of leaders as the Global President of The Entrepreneurs' Organization. (www.eonetwork.org)

It is through these businesses and through working as a consultant for some of the world's biggest franchise brands that he has learnt the lessons on how to predict issues in business before you need to experience them. This real world experience has led him to truly understand how to Future-Proof a business, has kept audiences engaged in 23 different countries, and been the foundation of his **Amazon Bestselling business book** and his **National Network Cable TV Business Talk Show in the USA**. Brands such as Baskin Robbins, Goodyear, Subway, Choice Hotels, Cartridge World, and Smoothie King have all benefited from Troy's experience. And John O'Brien, Former **Chairman of the World Franchise Council** had this to say;

"Troy Hazard stands out as one of the few speakers in this world who truly understands franchising. His depth of experience in the category is without question. The real life accounts he has gathered from the many brands for which he has worked, and his life as a franchisee and franchisor, make him an incredible asset in any conference situation"

In his presentation, Troy will share stories of success and franchise best practice, and he will also share his own personal experiences of what happens when, as a franchisee, you stop taking responsibility and get in the road of your own future. In his address Troy will deliver the following:

- Real life examples and case studies on how to deal with the top 3 challenges faced by your franchisees in the current market.
- Insights on the top 3 things franchisees are most likely to have to address in the near future.
- He will set participants on a path to take more responsibility for their future.
- He will show participants how to break down their own business barriers created by their fear based belief systems.
- He will give participants a road map on how to Future-Proof their personal vision for business success.
- A checklist to help participants assess if they're driving their business into the future or into the ground.
- The importance of 'Back to the future' - How back to basics can lead to a better future.

