



Scott Greenberg Program Description

The Wealthy Franchisee Mindset: **How Top Franchisees Think, Thrive and Grow**

Why is it that in the same business, running the same operation, some franchisees thrive while others struggle? The difference may be the most critical factor —mindset — the way we manage the thoughts and emotions that impact everything we do. This is the most distinguishing element of high-performance franchisees. Their mental advantage leads to operational superiority. It enables them to develop strong partnerships with their franchisor, engage their employees and connect with customers. It allows them to maintain clear heads and focus on the work that matters most. Top franchisees engage in the same tasks and face the same problems as their peers. But they do it better because their mind is an asset to their business and not a liability.

Drawing upon his hands-on experience of building two award-winning Edible Arrangements franchises and consulting for other franchise systems, Scott will show you how to replicate the behaviors and thought patterns of the industry's top-performers so you, too, can build a thriving, profitable operation.

Learning Outcomes:

- Get better results from operations
- Make smarter business decisions with more strategy and less emotion
- Cultivate stronger relationships with your franchisor, employees and customers
- Create a healthier, more productive work environment
- Provide a higher level of service to customers
- Build more business confidence and reduce stress
- Navigate more effectively through change and adversity
- Maximize the opportunity to grow your business and build wealth