



## John Francis Program Description

### The Franchisee Lifecycle

In this dynamic presentation, John Francis will help your franchisees understand the lifecycle and growth stages of being a franchisee, and the wide range of techniques and resources available to them so they can maximize their business' potential and achieve their highest levels of success.

- John delivers a “blast of reality” to franchisees
- Franchisees will know and better understand the choices they have, and will become more clear on how to implement them
- Understand what it means to be a better franchisee and how to do it
- Leverage the value of the system + brand, benefits of being a franchisee
- Take responsibility for the success of their business as an owner
- John offers franchisees the perspective to see what they don't see, including choices they make, value of the brand and franchising, and landmines they can avoid along the path to success...
- Franchisees will see where they've been, and recognize where they are, and see where they can go - creating more deliberate growth
- They'll learn how to speed it up, do it faster, with less drama and less pain and suffering!

#### KEY OBJECTIVES (what do they get?)

1. Clarity on what to do next, in any situation
2. Tools and techniques for owners to use to move forward
3. Ways to reduce anxiety and stress as they grow and mature
4. Better understanding of the value of being in a franchise system
5. Find points of leverage to break-through to the next level

This presentation is fully customizable to both the audience and challenges of the organization. This can include tailored content for area developers, mature franchisees and systems in either early-growth or fast-growth stages.

In preparation for the event, John will work closely with Franchisor Leadership to ensure the presentation is as closely aligned with the organization's needs and goals as possible.