

How To Lead And Manage Franchisees

The training will include:

- A pre-session questionnaire
- Sharing the results of the questionnaires with all participants
- The training will be highly interactive and the focus will be on improving each participant's ability to lead themselves and others to achieve goals by changing themselves thereby changing others.
- Specific skills, knowledge, and abilities of successful leaders will be discussed so participants can evaluate themselves
- Common leadership situations will be discussed
- At the end of the training, each participant will:
 - Identify what specific things they need to stop, start, keep, change, and improve to become a better leader.

Topics Covered

- What is the definition of "A Leader"?
- How do you lead and manage franchisees who "do not believe they report to you"?
- How do you lead a Franchise Advisory Council?
- How do you lead in turbulent times?
- How do leaders decide who, when, and what decisions need the involvement of franchisees?
- How does a leader communicate the need for growth without making it seem like the goal is really increasing royalties?
- How to lead franchisees to build a Brand?
- How do you lead franchisees to be a team rather than competition to one another?
- How do you lead a team approach with franchisees rather than an "Us versus Them" mentality?
- How and why to involve franchisees in planning the short and long term growth of the Brand?
- Is the time right to evolve The Franchisee Advisory Council to The Brand Advisory Council?

Past attendees include: C-Level Executives, Senior Management personnel, VPs of Departments, Area Developers, Field Consultants, Franchise Development Professionals, Multi-Unit Franchisees, Master Franchisees, and Regional Developers.



Training Fee

\$895 [\$995 with 150 CFE credits] per participant

If you are registering for more than one training for yourself or have multiple people from your company interested in attending, please [contact us for Multiple Participant Pricing](#).

Fee Includes:

- Morning Continental Breakfast
- Morning and afternoon refreshments
- Gourmet Lunch
- Training materials designed to enhance your learning and the take away value of the day and include useful aids to implement immediately.
- The ability to call our training leaders after you return to your office if you have questions on how to use the materials and content covered during the training.

Dates:

- February 6 (Houston)
- April 24 (Houston)
- June 25 (Houston)
- October 23 (Houston)