

# Springboard to Success

## Activities Book

### Five Considerations for Starting a Successful Brand Compliance Program

*You want to start or improve your Brand Compliance Program – the first step of that is knowing what compliance looks like. In this session, we'll cover the five things you need to consider in order to evaluate your franchisees' success in being ambassadors for your brand.*

Each of the sessions in this series builds on work done in previous sessions, so you'll have the most success if you do them in order.

We invite you to use these instructions, to submit questions to [training@franconnect.com](mailto:training@franconnect.com), and if you're really really stuck, we invite you to schedule a 1:1 session with us to help you through these processes. You can schedule that time using this link: <https://tinyurl.com/677y7tz8>.

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## The Five Considerations

Brand Compliance is the process of ensuring your brand's operational standards are strictly and consistently upheld by your franchisees. In order to do this, you need to establish what those standards are. Even if you already have a handle on your brand, using this framework to examine your standards can help you to refine them, and address weak spots in measuring them or helping franchisees meet them.

Starting a Brand Compliance program can seem daunting, but most of us already have a number of the tools we need to build what we need. Five things you should consider to evaluate your franchisees' success are:

- Key Performance Indicators (KPIs)
- Operations Manual
- Onboarding Training
- Field Team Coaching
- FDD/FA

## Key Performance Indicators (KPIs)

The first resource you have at your disposal are your established KPI's. **Your franchisees should have from 3-5 KPIs**, and organizationally you may have about 8-10. We want to look at what we teach and the standards we set, and make sure they align with our KPIs. Most of the questions in our field visit should track back to a KPI.

What are your Key Performance Indicators?

Key Performance Indicator	Quantitative Measure	What is Success?
<i>Ex. Gross Sales</i>	<i>Total Units Sold x Original Sale Price = Gross Sales</i>	<i>Monthly Gross Sales should exceed 20k plus after a franchisees first six months</i>

## Operations Manual

Your Operations Manual instructs your franchisees on how to run their business, from proprietary business rights to exclusive suppliers and best practices, you give them the framework for success.

### How Your Operations Manual Relates to KPIs

List the major sections of your Operations Manual (e.g. Sales Skills, Food Safety, Service). For each of the KPIs listed in the previous section, which parts of the Ops Manual can help them to meet their KPIs?

If not the Ops Manual, are there other sources of help, such as your Onboarding Training, Field Coaching, or items from the franchise agreement?

<b>Key Performance Indicator</b>	<b>Ops Manual</b>	<b>Onboarding Training</b>	<b>Field Coaching</b>	<b>FDD/FA</b>
<i>Ex. Gross Sales</i>	<i>Sales Skills, Marketing</i>	<i>Sales Skills</i>	<i>Enforce Sales Skills</i>	<i>Selling</i>

## Onboarding Training

You provide franchisees with the tools and training they need to be successful. The instruction you give develops clear expectations and sets the baseline for your franchisee. As you review your onboarding training, ask yourself these questions:

- What are the onboarding trainers training?
- Are they training to the Ops Manual?
- Are they training with the Ops Manual as a reference?
- Are they setting any standards that are different from the Ops Manual?

If the messaging in training is different than what's in the Ops Manual, you're setting up your franchisees for confusion and potential failure.

## Field Team Coaching

Your Field Team coaches your franchisee to meet and exceed the baseline established in their onboarding training. They ensure the brand standards are upheld and that the operations manual is being executed among the franchisees.

Review your field business consultant team, and consider these questions.

- Is your field team training to the standards in the Operations Manual?
- Is your Field Team calibrated to the training provided to franchisees during onboarding?
- Are there any inconsistencies?
- If so, what are they and which resource is correct?

Everything should point back to the standards set in your KPIs, which typically feed success criteria for your whole business.

## FDD and Franchise Agreement

Your FDD and FA are the first places your franchisees become aware of what operating a business with your brand may look like. Item 9 provides an in-depth summary of the obligations of your franchisee.

Answer these questions to see if you're setting the right expectations up front for your new franchisees.

- What are your franchisees responsibilities listed in Item 9?
- Are they consistent with the Ops Manual?
- Do we use them as a reference point for our training and field operations expectations?

## Next Steps

In the coming weeks, we'll be building on these basic standards. To get the most out of upcoming sessions, you should

1. Establish, Document and Review your KPI's
2. Establish, Document and/or Review your brand standards using your Ops Manual, Onboarding Training, Field Team, FDD and FA.
3. Track your standards back to your KPI's