SPRINGBOARD TO SUCCESS– Operations and Brand Compliance

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A five-part course, with accompanying workbooks that let you apply the principles you learn in your own business. Come to the 1-hour webinar, use the workbook to apply the principles, get help with "office hours" sessions, and build on each success!

Session 1: Five Considerations for 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.

Session 2: What Gets Measured, Gets Managed

Now that you know what success looks like, it's time to figure out how to measure it. We'll learn to create an actionable survey that captures only the points that you can really improve. We'll cover tactics like the best way to ask an objective question, to get apples-to-apples evaluation between multiple franchisees. We'll also discuss ranking questions/actions by importance, so that a success plan can be most effective.

Session 3: Getting Buy-in from Everyone

In this session, we'll discuss announcing your success program in a way that fosters adoption and makes franchisees feel like this is a program that helps them succeed, rather than an imposition from the brand. We'll cover creating your communication plan for announcing the program, and strategies for rolling out your plan to a pilot group of franchises.

Session 4: From Brand Compliance to Strategic Coaching

We'll discuss providing strategic plans for certain segments of the franchisee community. You may want to coach franchisees who are deviating from the brand standard, who are struggling in their business, or who have specialized needs for their market types. We'll talk about how FranConnect Playbooks are used to provide a roadmap for groups of franchisees with similar needs, and how to set up a program to do this strategic coaching.

Session 5: Putting it all together in FranConnect

In this session, we'll take the knowledge we gained from the previous sessions, and demonstrate how to implement your Field Visits plan in FranConnect. Bring your Field Visits questions for discussion.

Your Instructor

Liz Colon, CFE

Franchisee Employee

Franchise Owner

Franchise Business Consultant

Franchise Consultant

FranConnect Career

- Sr. Education Consultant
- Solutions Engineer
- Sr. Engagement Manager

Daun Costa

Franchisor

- Special Projects
- Procurement
- IT Digital Ecosystem Program Management

Franchise Owner

- Pita Pit QSR

FranConnect Career

- Customer!
- **Engagement Manager**

Webinar Administration

- This is a working session. Participation will help you get the most out of it. I'll be asking a lot of questions intended for you to answer during the session and reference later.

- Everyone is muted by default, raise your hand or place comments in the chat box to ask and answer questions.

- Minimize distractions. Close your email application and put your chat/cell phones on do not disturb.

- The session is being recorded and will be disbursed after the session along with the workbook. This is not instantaneous.

- This is a five-part series, you will need to register for subsequent sessions using their individual registration links.

- If you have questions after the session, please email them to training@franconnect.com.

Week 1: Five Considerations for 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.

- The five things you need to consider to evaluate your franchisees' success
  - KPI's
  - Operations Manual
  - Onboarding Training
  - Field Team Coaching
  - FDD/FA

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Week 2: Visit Question Development

Questions Should

- Be objective
- Reference documented standards
- Be answered by a simple "yes" or "no"
- Tie back to a KPI
- Be prioritized
- Be weighted (especially in QSR)
- Have a defined critical level

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Example Spreadsheet

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	Question	Basic Task	KPI	Ops Manual Reference	Priority	Weight	Critical	Section of Visit
1	Question	Basic Task	KPI	Ops Manual Reference	Priority	Weight	Critical	Section of Visit
2	Do the franchisee employees answer the phone as trained?	Train employees on phone etiquette from Operations Manual Chapter 3 Section 4	VOC/Sales	Operations Manual Chapter 3 Section 4	Low	None	Non Critical	Front of House
3	Is the refridgerator temperature at 34 degrees Farenheit?	Refrigerator must maintain a temperature of 34 degrees (sub tasks can be added in FC)	Food Quality	Operations Manual Chapter 2 Section 1	High	10 points	Critical	Kitchen
4								
5								

Communication Planning

The missing step to GREAT adoption

A communication plan is a documented strategy for advancing change within an organization. Communication plans define the, people goals, vision and objectives for change.

Poll Time

How does communication planning work in your organization?

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Elements of an effective Comms plan

- The 5 W's
  - Who
  - What
  - Where
  - When
  - Why

Why

- Why do we have to change?
  - What are the challenges with the old way?
- Why are we making this specific change?
- What is our Mission and Vision for change?
- Consider the WIIFM of the audience

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Who

- Who is responsible for the communication?
  - The people who are responsible for the communication may vary by department or stakeholder group
- Who will be impacted by this change?
  - Direct and Indirect
- Who do I need to communicate to?
- Who is my audience?
  - Executive
  - Corporate
  - Franchise
  - End Consumer

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What

- What will I say based on my audience?
- What is my message content?
  - Does the message change by department?
- **What do I want my audience to Think, Feel and Do**

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Where

- Where will I communicate this message?
  - Does the location vary by audience?
    - Email
    - Social
    - Webinar
    - In app messaging

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When

- When will I communicate this message?
- Are there several communication dates?
  - What is being communicated during each date?
- When is my go-live date?

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Putting this into practice
Communication plan for Brand Consistency

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Who Who is the audience	What What will we say	Where (How*) Where will we communicate this message	When When will this communication take place	Why Why are we doing this
Corporate: employees responsible for maintaining franchisee data	(1) Introduction to FranConnect. (2) Maintaining the franchise record in FC	(1) Virtual Meeting, Email (2) In person Meeting	(1) 11/15/22 (2) 01/13/2023	• Increase revenue • Reduce employee turnover • Improve job satisfaction
Operations: employees with direct, ongoing contact with franchisees	(1) Introduction to FranConnect. (2) Notating and coaching from FC	(1) Virtual Meeting, Email (2) Quarterly FBC Event	(1) 12/10/2022 (2) 02/15/2023	• Improve FBC goal performance (bonus increase) • Improve job satisfaction • Reduce FBC/Operations turnover
Franchisee: owners of franchised units	(1) Introduction to FranConnect. (2) Getting the coaching you need using a new tool	(1) Virtual Meeting, Email (2) Convention	(1) 01/22/2023 (2) 03/25/2023	• Improve franchisee sales performance • Improve franchisee satisfaction • Improve franchisee support

	STATUS QUO		CHANGE	
POSITIVE	4	WHAT WILL BE STAYING THE SAME THAT WE CAN STILL COUNT ON?	WHAT THINGS WILL LOOK LIKE WHEN WE CHANGE?	2
NEGATIVE	1	WHY DO WE THINK WE HAVE TO CHANGE? WHAT ARE THE CHALLENGES WITH THE OLD WAY?	WHAT STRUGGLES WILL WE GO THROUGH DURING CHANGE, HOW ARE WE ADDRESSING THEM?	3

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	STATUS QUO		CHANGE
POSITIVE	**4** WHAT WILL BE STAYING THE SAME THAT WE CAN STILL COUNT ON?	WHAT THINGS WILL LOOK LIKE WHEN WE CHANGE?	**2**
	• Coaches will still support franchisees • Franchisees will still receive coaching • The key metrics and focus areas are not changing *varies by brand/implementation*	• Franchisees will have a more direct and defined coaching plan • FBC's will be able to follow an effective coaching plan so that franchisees find value in their coaching • FBC's will be able to hit their bonus numbers as franchisee performance improves	
NEGATIVE	**1** WHY DO WE THINK WE HAVE TO CHANGE? WHAT ARE THE CHALLENGES WITH THE OLD WAY?	WHAT STRUGGLES WILL WE GO THROUGH DURING CHANGE, HOW ARE WE ADDRESSING THEM?	**3**
	• Franchisees do not feel supported • Franchisees numbers are not moving/ not moving fast enough • YOY sales aren't increasing • The business cannot effectively track compliance and follow-up on critical success factors & KPIs	• Adopting new software or processes can be difficult for franchise owners and FBC's - we will include users from both groups in testing and launch plans • Franchisees don't want to feel like they have "big brother" looking over their shoulder. Coaching plans will need to have softer language and be piloted so that there are franchisee advocates	

Brand Consistency Comms Planning

Things to consider as you create your plan…

- Don't forget your FAC in your Comms planning
  - You may want to plan to involve them early and often, so you have a group of advocates
- Create a Pilot Group
  - Get group feedback on the new process
  - Include "testimonials" in your Comms
- If you have no Brand Consistency plan in place,
  - consider introducing a condensed version of your visit.
  - introduce your visit with basic questions and standards review

Liz, what if I need more help?

Consulting is Available

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Consulting Program Offering

- Win Faster
  - Simplify Onboarding
  - Onboarding Reboot
  - Admin Sidekick (New Brands)
  - Admin Do Over (Existing Brands who lost their Admin)

- Do-it better
  - Establishing Brand Consistency
  - Business Prescriptions: Playbooks for Franchising
  - Establishing Brand Consistency and Business Prescriptions
  - Build the Process (New and Existing Brands need us to add a process in FC)

Springboard Take-Aways

Activities to Complete

1. Take time to do a high-level Comms Plan like the one in this PPT.
2. Identify your stakeholders
3. Introduce your plan (if now is the time)

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