

SESSIONS



Fire It Up! Your Summit Experience Starts Now.

We're kicking off day one with an interactive, action-packed Fire It Up session! Angela Coté and the AC Inc will set the tone for your FBR Summit experience by establishing your goals, connecting to your WHY, and setting action steps to get the very most out of this event.

Angela will guide you through this energizing session and give you clarity on how to truly level up in your operations role. Oh, and there will be creativity galore with playdough, pipe cleaners, paper airplanes — you will not want to miss this session!

Getting Candid: Lessons on Leading a Franchise to #1

What does it take to be a #1 franchise? In this session, we host a candid conversation with the CEOs of two distinct franchise systems: NextHome, the #1 rated service brand (and #1 overall) and Christian Brothers Automotive, the #1 rated brick and mortar brand (and #3 overall) in FBR's research.

We'll dive deep into their contrasting methodologies—one focused on innovative approaches to interpersonal relationships emphasizing flexibility and adaptability, and the other rooted in maintaining consistency and long-term franchise relations based on core values. We'll share the data behind their success and how each uses it to build and continuously improve upon solid operational systems.

Through their shared wisdom, you'll learn how to elevate your franchise operations, strengthen relationships with franchisees, foster a successful franchise culture, and drive profitability.

The Legal Pitfalls That Can Derail Your Ops Team

Buffalo Wild Wings sued for boneless wings that aren't actually "wings"? The frivolous lawsuit over Subway's tuna? These may be extreme examples, but there are legal issues that franchise ops teams (and not just food brands) have to deal with that suck up time and energy better spent on supporting franchisees. From joint-employer concerns to breach of contract to wrongful termination, our legal experts will share real-world scenarios around legal pitfalls for franchise operations and practical ideas for how to avoid them.

Mastering the Toughest Job in Franchising: The Role FBCs Play in Driving a Dynamic Franchise Culture

Susan Black-Beth, COO of Avante Capital Partners, will share her perspectives from 22+ years as a multi-unit franchisee, franchisor, advisor and private equity investor on why FBCs are the unsung heroes that can make or break your franchise culture.

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AI-Mazing: How to Use Artificial Intelligence to Take Your Franchise Operations to the Next Level

Welcome to the exciting world of AI (Artificial Intelligence)! Promised to be a session NOT TO MISS, this isn't just any old panel discussion—it's a hands-on, interactive workshop where we'll be diving deep into the world of AI and helping you unlock its potential for YOUR franchise operations.

Bring your laptops and get ready to roll up your sleeves as we work together as a group to tackle LIVE case studies and optimize your day-to-day tasks. Our expert facilitators from Stay in Your Lane, a boutique franchise consulting company, will guide you every step of the way with lots of energy and a fun atmosphere. Laughter is guaranteed.

By the end of this round table, you'll have the knowledge and tools you need to harness the power of AI to boost your KPIs, streamline your manuals, and take your franchise to the next level.

Creating Engaging Training Videos: From Meh to Amazing in Minutes

Gone are the days of training videos that are simply slide decks or talking heads. TikTok, YouTube, Instagram...they've all changed how people consume and engage with video. In this workshop-style session, you'll become the video editor. You'll start with a three-minute snooze-worthy training video and, working in groups, transform it into an engaging, entertaining, and effective masterpiece using callouts, zooms, voiceover, sound effects and more. You'll leave with the skills to take your own training video library from "meh" to amazing in no time.

Unlocking the Power of People Systems: Behind the Scenes with One of the Most Innovative Models of Franchisee Support

We're pulling back the curtains for a behind the scenes look at how a leading platform brand created one of franchising's most innovative models of franchisee support in this Q&A session with Tony Mohorn.

A former franchisee and Threshold Brands' Franchise People Operations Manager, he'll share the evolution of their franchisee support team structure and how they're creating a highly productive and mutually beneficial relationship with franchisees based on shared service roles and maximizing the soft skills and hard skills of both franchisees and their managers. Plus, he'll share his experience around getting the most out of vendor partners' expertise and how to hold them accountable for providing service and support.

Whether you're operating multiple franchise brands under one umbrella or growing a single or small brand, you'll leave with practical, scalable, people-first strategies you can implement immediately to better support your franchisees.

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Culture Revamp: How FBCs Can Lead Franchisees to a People-First Mindset

You know culture is more critical than ever to employee engagement (and we'll share the data to prove it), but like most franchisors, you probably have a hard time influencing organizational culture at the franchisee level. In this results-focused session, you'll walk through a live exercise alongside a franchisee and FBC as they define the culture in the franchisee's organization—and where it's failing. You'll leave knowing exactly how FBCs can coach franchisees through a transformational culture shift and lead them to a shared vision that boosts employee recruitment, engagement and retention.

Busy Is Bad: Easy Ways to Help Franchisees Connect the Dots Between Financial Analysis and the Bottom Line

Franchisees admit they don't always consistently look at their financials. Franchisors are frustrated when franchisees don't turn them in. And that's no good for anyone's business. Fortunately, there is a better way. In this session, a former franchisee and accountant offers tactical advice on how to coach franchisees to go beyond simply monitoring their bank account and connect the dots between financial analysis and profitability. You'll leave with best practices to make it easy to help franchises understand where they need to focus to become more profitable, and in turn grow your brand.

5 Proven Methods for Franchisees to Build and Keep Dream Teams

It's no secret that recruiting and retaining employees is a top priority for your franchisees. When franchisees build and keep a great team, they can focus on growing their business. But that's easier said than done!

In this interactive session, we'll discuss five key topics to help franchisees build and keep their dream teams. We'll also discuss how franchisors can support franchisees without overstepping joint employer boundaries!

You'll walk away with actionable insights on:

- Building and maintaining a strong company culture
- Empowering franchisees with hiring best practices
- Educating franchisees to "recruit like you sell"
- Leveraging AI to hire great people, faster
- Retaining employees from Day 1

Plus, everyone who attends will get a free copy of CareerPlug's CEO Clint Smith's book, *How to Hire*

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When Your Marketing Isn't Working for Franchisees...Ops Teams to the Rescue!

Too often in franchising, local consumer marketing can become a disconnected scene of rogue vendors, DIY'ers, and rebel-rousing zeos wreaking havoc within your brand. We'll explain why ops teams are the key to helping franchisees shift their mindset when it comes to marketing; holding franchisees accountable and ensuring their marketing strategies build compounding results for both themselves and the brand as a whole.

We'll share some tips on how to encourage zeos to put their time and money in the right areas, and we will also dig into how you can foster intentional community involvement and networking as a valuable and measurable activity—all part of a holistic local marketing mindset. Our goal is to inspire ops to more effectively coach franchisees in a way that will help them attract more customers, grow their business and accelerate success.

This session is not about understanding marketing in the typical sense, it's about empowering operations teams with practical tools to actively participate in and influence the marketing strategies of their franchisees to yield higher performance across the entire system.

Roadblocks to Multi-Unit Growth: A Case Study

Today, 54% of the franchise industry is controlled by multi-unit owners, but figuring out how to move franchisees to that next level of ownership can sometimes feel like figuring out how to eat an elephant. In this session, you'll take what you've learned at the Summit and tackle that elephant! You'll hear true stories from actual multi-unit owners with different goals—generational wealth, portfolio diversification, single-unit to multi-unit expansion—and the roadblocks they faced. Working in small groups, you'll come up with strategies to support them and share your plan with the entire room. We'll then reveal what really happened and you'll get to hear what worked and what didn't directly from the franchisees and the operations support team.

Hot Topics Roundtables

This is where YOU get to drive the conversation! Topics will be based on the morning's poll of the biggest roadblocks for franchise ops teams. Notes and best practices for ALL topics will be distributed post-event.