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Are you REALLY Coaching Your Franchisees? Transforming Franchise Support from Reactive to Strategic Coaching

Move beyond traditional, reactive franchisee support with proactive and strategic coaching designed for growth. This session is a deep dive into what true franchisee coaching should look like. Join interactive roundtables to debunk myths about traditional field support methods and learn how to create effective field support in your system.

You'll learn the steps to crafting a coaching strategy that doesn't just put out fires as they arise but fuels sustainable growth and success. Leave with an action plan to transform your franchisee support approach and empower your franchisees to achieve their goals.

Can You Hear Me Now? The Untapped Potential of Phone Communication

The average American business is losing up to 1.5 million dollars annually due to missed customer phone calls or inadequate follow up—the majority of them small businesses. In today's world of digital communication, actual human-to-human telephone communication is too often overlooked as a strategy for business growth and differentiation. In this session, you'll learn how to coach franchisees on actionable steps to identify gaps in their phone communication approach, master telephone communication skills to win more customers, and prevent missed opportunities that can cost their business.

Franchisee Onboarding: How to Turn Newbies into Franchise Superstars!

We're taking a fun and engaging approach to franchise onboarding. We'll explore how to make the onboarding process exciting, empowering, and effective, transforming new franchisees into brand ambassadors who hit the ground running, while looking at a few of the most critical areas, including: acing the first 90 days; innovative training methods.

Growing Pains: How to Successfully Navigate the Five Stages of Growth

Every franchise system goes through five predictable stages of growth. Within each stage there are challenges and predictable crises. Many franchise systems struggle to grow because they don't understand these crises and/or don't act proactively.

In this collaborative workshop-style discussion, we'll first outline each stage of growth. Then we'll gather incoming successful multi-unit owners. In this session, we'll explore how to instill a growth mindset you'll get to hear directly from the franchisees and franchise support team about the challenges they faced and how they were able to save the relationships and improve franchisee performance.

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Keynote and Q&A with Antonio McBroom

C.E.O. Life: Creating an EXTRA-Ordinary Life in Franchising

An inspirational story of how franchise leaders work together to create extraordinary lives by being passionate, selfish, and tenacious.

Pardon this passion-packed session that inspires tenacity and gives both permission and advice on how to be more selfish: more self-aware and more self-confident, with a plan for selfimprovement. Drawing from both indirect and direct stories from over two decades in franchising, success leaves clues and we'll uncover a handful of timeless lessons that help in Creating an EXTRA-Ordinary Life or C.E.O. Life. *C.E.O. Life* is at the heart of the franchising industry and we will leave this session more capable of doing for ourselves and those we work and serve closest with.

Mind Matters: Elevate Your Thinking with Brain Training

Prepare your mind for an immersive session that combines theory with practice as we explore the principles of brain training and their impact on everyday life and coaching others. Learn what cognitive skills are and why they are so important to how we learn and perform daily through fun, targeted exercises designed to stimulate different areas of your brain.

How to Better Integrate Operations and Marketing Teams to Maximize Franchise Owner Revenue

In today's competitive landscape, the synergy between operations and marketing teams is essential for driving franchise owner revenue. In this 20-minute discussion you'll explore effective strategies for integrating your ops and marketing departments to unlock greater business potential. Gain insights to help you better understand the intersection of their roles and goals, where they overlap, and how to drive revenue through greater alignment.

We'll also discuss how to approach communication tactics that ensure clear and consistent messaging between teams, while emphasizing the importance of shared data insights to inform decisions that benefit the entire franchise system.

Franchisee Vision Plans: The Most Effective Tool You're NOT Using

Every great franchise company has one thing in common: A crystal clear vision that everyone in the entire organization shares. But the mistake many franchisors make is not requiring their franchisees to have their OWN vision. In this session, we'll walk you through the one must-do exercise that every franchisee should complete, no matter what stage of their business is in, to ensure they—and your system—are positioned for growth and success.

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Franchise Jargon Jamboree: What You Need to Know About the Legal Application of the FDD in Your Support Role

It's the million dollar question...does the information in your operations manual ACTUALLY match up with the details of the franchise agreement? Before you give your final answer, we're going to test your knowledge and reveal the potential legal consequences for your franchise system if you're wrong. Come prepared to laugh, learn, and leave with practical knowledge of the legal pitfalls to watch out for and tactics to improve franchisee support and satisfaction.

Franchise Family Feud

Survey says... Can you guess the Top 10 responses on the topic of field support from surveys of 35,000+ franchisees and the Top 10 challenges according to FBCs? Find out in a Family Feudstyle showdown! Following the show, we'll break out into roundtable discussions around the answers revealed.

Keynote with Scott Greenberg- Stopping the Franchise Shift Show

Hourly employees are the face of most franchise brands. But too often they're not adequately trained, motivated, or managed to succeed by the franchisees who employ them. In this presentation, franchise performance expert Scott Greenberg will discuss how franchisors can better prepare owners to become better people managers so they can turn their hourly teams into high-performance brand ambassadors.

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In this collaborative workshop-style discussion, we'll first outline each stage of growth. Then we'll gather in smaller groups to discuss, share, and brainstorm ways to navigate over, under or through these crises for continued growth.

There Ain't No Party Like a Third-Party Data Party: Tips and Tricks for Uncovering Insights in Your Survey Results

Large data sets can seem overwhelming, which can hold you back from using your survey data to its full potential. But it doesn't have to! In just 15 minutes we'll show you the best insider tips and tricks for uncovering insights in your survey results, identifying risks and opportunities in your system, and creating custom reports in seconds. So put on your party pants and get ready to impress your ops team, leadership team, HR team, and even your development team, with actionable intel on how to better support franchisees and employees for maximum performance.

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The AI Advantage: Time to Get Beyond ChatGPT and Implement AI More Meaningfully

This is an essential and immersive session for franchise leaders looking to harness AI's potential and drive their businesses forward. It goes beyond AI basics, exploring the transformative impact of AI in the franchising industry through a deeper dive into real use cases. You'll learn everything you've wanted to know about the business case of AI in franchising, weaving in the implementation and security considerations you need to know about. We'll share insights on how AI is revolutionizing operations, enhancing customer experience, and driving growth. Discover the opportunities franchisors must consider in the pursuit of staying competitive in this rapidly evolving franchise landscape.

Mo' Units, Mo' Problems: How Ops Support Teams Smooth the Way for Brand Expansion

Multi-unit franchisees are in high demand and can be tough to reel in, so for brands looking to grow, looking within your own system for franchisees ready to expand to more units can be an effective strategy. Franchisee support teams play a critical role in removing the roadblocks that could be keeping existing franchisees from becoming successful multi-unit owners. In this session, we'll explore how to instill a growth mindset in your FBCs so they can identify roadblocks that might be keeping franchisees from opening more units and provide coaching to ensure multiunit readiness, from goal-setting and financial planning to hiring and structuring their own teams for growth.

Tech Stack Reboot: How to Remove Technology Roadblocks for Your Franchisees

Technology is consistently one of the lowest rated areas of FBR's franchisee satisfaction survey, yet it is unquestionably one of the biggest drivers of franchise performance. In fact, brands ranking in the top 25 percent for overall satisfaction are rated 77% higher by franchisees on effective use of technology. So what's the secret formula? A tech stack that is seamlessly integrated and easy to use. In this session, our franchise tech stack whisperers will come together to walk you through the steps you can take (even if you're not a tech expert) to evaluate your current tech stack and where gaps and opportunities exist, including how to:

- Identify what your franchisees really need and want from tech solutions
- Reduce login bloat and streamline systems
- Assess (and increase) franchisee usage rates and engagement
- Demonstrate value and get buy-in from your franchisees

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Enhancing Mutual Success: The Crucial Role of Financial Review Processes, KPIs, and Budgeting

Franchising offers entrepreneurs an opportunity to own and operate their businesses under an established brand name and system. However, the success of the franchise model relies heavily on the symbiotic relationship between franchisors and franchisees. While franchisors provide branding, operational support, and guidelines, franchisees are responsible for executing these strategies at the local level. A robust financial review process bridges this gap, ensuring alignment, transparency, and accountability.

In this interactive session, a franchisor-franchisee team will walk you through what a winning financial review process looks like in practice. You'll learn proven techniques for implementing effective financial reviews and leave with the tools to empower your franchisees to exceed their financial goals and pave the way for mutual growth and profitability.

The 4 T's of Giving: Building an Intentional Culture That Guides and Inspires Your Business, Your Team, and Your Life

JoBen Barkey, visionary leader and Soccer Shots franchisee, has made it his mission to positively impact the lives of children beyond the game of soccer and beyond his local community. He'll share the enriching work he does to help youth in developing countries escape cyclical poverty and oppression through his franchise business—how he structured his organization to fuel his passion and the impact it has had on employee engagement and retention. You'll learn how to incorporate the 4 T's of giving—Time, Treasure, Talent, Talk—into your own system and leave with practical takeaways to inspire franchisees to create an intentional culture within their own businesses, develop meaningful core values to guide their organizations, and improve recruitment, retention, and employee satisfaction.

Closing Session Case Study: Franchisees at Odds

Now it's time to take what you've learned and put it into practice. You'll hear the true story of two franchisees operating in the same metro area who were once friends, but let differences of opinion about how to run their businesses break their relationship, in turn, putting the franchisor in the middle. Working in small groups, you'll come up with strategies to help mend the franchisor-franchisee relationship, set expectations with the franchisees, and improve store operations. We'll then reveal what really happened and you'll get to hear directly from the franchisees and franchise support team about the challenges they faced and how they were able to save the relationships and improve franchisee performance.