

# SESSIONS

## **Charismatic Communication: The Art and Science of Presence, Confidence and Trust**

Better communication skills pay dividends in every conversation for the rest of your life. There are no downsides to becoming a better communicator, but the upsides may be more powerful than we know. Studies show that people with high interpersonal intelligence (PQ) perform at higher levels, have higher salaries, have better immune systems, and help generate more revenue for companies they work for. In this research-based and reflective keynote, Vanessa Van Edwards teaches attendees powerful communication strategies based on new science that they can apply at work and in their personal lives. Pulling from her bestselling books *Captivate* and *Cues*, she shares the latest research on behavioral psychology and how it can be used to improve professional relationships, make positive and lasting impressions, and better connect with co-workers and customers. Audiences are left with a better understanding of their own communication pitfalls and the knowledge and confidence to apply new tools to become more authentically charismatic in their interactions

## **Hand & Stone Ditched the Old Field Support Playbook—Here's What Happened**

What happens when you shift your field team's role from auditors and trainers to strategic business partners? At Hand & Stone, that transformation delivered measurable results. The visionaries behind this success story, Julie Hauser-Blanner and Kit Roveda, will walk you step-by-step through how they orchestrated operational shifts, training models, and a leadership mindset that redefined their franchisee support structure. You'll learn how aligning span of control, investing in the right talent, and setting clear expectations elevated Hand & Stone's field support into a true business partnership, ultimately strengthening franchisee relationships and improving performance across the system—and how you can, too.

# SESSIONS



## **Litigation Landmines: Avoiding Franchise Blow-Ups Before They Start**

Even high-performing brands run into tension with franchisees when expectations aren't aligned. Small issues can explode into major legal risks. In this fast-paced, interactive session, we'll explore real-world scenarios where miscommunication, mistrust, or missteps between franchisor teams and franchisees led to legal risk (or worse, litigation). You'll weigh in on what you would do, then hear from franchise legal pros on how to de-escalate conflict, protect your brand, and navigate tricky relationships with Franchise Advisory Councils and Independent Associations before things get messy. Leave with clear, proactive strategies to help you sleep better at night—and keep the lawyers out of your inbox.

## **Triple Threat for Franchise Success: Operational Excellence, Technology, and Accountability**

Franchise success requires the right system, the right technology, and the right people to work in harmony, and when it does, your operations team is a triple threat that can take your franchise to the next level. In this session, you'll learn how to bring all three together.

- Drive operational excellence by developing efficient systems that ensure consistency, eliminate waste, and promote high standards every day
- Integrate technology that does more than just simply work—it sharpens your competitive edge, improves operations, and enhances customer experiences
- Embrace accountability by fostering a results-driven culture rooted in clarity and personal responsibility, starting with setting clear expectations, using transparent metrics, and establishing feedback loops.

# SESSIONS

## **Plan for the End from the Start: Succession Strategies for Franchisee Success**

Succession planning isn't just a retirement issue, it's a business growth strategy. We'll explore why exit planning should begin the day a franchisee signs on. From building the mindset with new owners to practical steps for operations teams to support transitions, this session offers tools and insights to help your brand avoid last-minute chaos and ensure smooth franchisee exits.

We'll cover:

- Why succession planning is a business strategy, not an exit strategy
- How to use the end goal to improve operations, profitability, and mindset early on
- The franchisor's role in helping franchisees prep their business for sale—and attract the right buyer
- A franchisee-facing checklist to start succession planning early
- Corporate action steps to identify and support potential transfers or sales
- Ideas to strengthen your validation story with candidates

Walk away with practical ideas for integrating succession planning into your field support, training, and long-term franchisee engagement. A stronger exit plan starts with a smarter start.

## **Scaling Support: What Multi-Unit Franchise Owners Need to Succeed**

Multi-unit ownership is a smart way to expand your franchise system, but it does require specialized systems and support to ensure that successful single-unit owners can maintain success across two, three, or more locations, and franchisees joining your system with plans to open multiple locations have a solid foundation for success in place. Learn what multi-unit owners need from field support teams, and how leadership teams can arm franchisees and business coaches with the skills and tools they need to succeed.

# SESSIONS



## **The Franchisee Lifecycle: Matching Support to Stage**

New franchisees have very different needs than mature ones, which means operations teams need to tailor a support model that meets each franchisee where they are. We'll break down the stages of the franchisee lifecycle and identify strategies for developing a support model that matches each stage. In this working session, you'll break out into roundtables based on your sector to map a "support journey" for franchisees at three key lifecycle stages: onboarding, growth, and plateau/turnaround.

### Key Takeaways:

- Solid understanding of the unique support needs at the different stages of the franchisee lifecycle
- Practical strategies that work for your sector: what onboarding should look like for services vs food vs home services brands
- A map you can take home and implement to enhance support for your franchisees wherever they are in their franchise journey

## **Blueprint for Success: 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 leaders of franchise systems that have all reached Best in Category status multiple times, including Payroll Vault, the #1 rated tax and financial brand, and The Learning Experience, the #1 child services brand in FBR's research.

We'll dive deep into their strategies for achieving excellence and maintaining positive, long-term franchisor-franchisee relationships. 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.

# SESSIONS



## **Customer-Facing, Business-Shaping: Frontline Perspectives That Matter**

Frontline employees see it all- customer frustrations, operational roadblocks, and the everyday moments that define your brand. These employees are the direct link between your business and its customers, yet their insights often go unheard at the corporate level. In this session, we'll explore the real-world wisdom frontline teams bring to the table and how HR and corporate leaders can better listen, learn, and act on their perspectives to improve operations, employee experience, organizational culture, and customer satisfaction.

Discover how to bridge the gap between frontline realities and corporate strategy by leveraging employee feedback, fostering a culture of trust, and implementing changes that drive both engagement and business success. Attendees will leave with actionable strategies to amplify frontline voices, improve communication between teams, and create a stronger, more human-centric organization.

## **Ready Before the Storm: Crisis Planning in Franchising**

Subway's spokesperson scandal. Papa John's PR nightmare. KFC running out of... chicken?! Franchising has seen its fair share of "oh no" moments—and if you think it can't happen to you, think again. In this fun-but-serious session, we'll break down the types of business crises that can rock your system, learn from real franchise fails, and build your own "break-glass-in-case-of-emergency" plan. From assembling your internal crisis squad to crafting confident comms and dodging common mistakes, you'll leave ready to handle the heat (even if the fryer's on fire).

# SESSIONS

## **Beyond Engagement: Bold Kind Culture as a Catalyst for Business Performance**

Culture isn't a perk—it's your strategy. In this session, we'll challenge outdated HR playbooks and explore how bold, human-centered leadership drives real business outcomes. We'll reframe culture with learnings from Bold Kindness, not as an initiative, but as an ecosystem where trust, purpose, and performance thrive together.

This session is for leaders who know it's time to challenge outdated practices and cultivate environments where individuals truly flourish. Workplaces where energy is infectious, loyalty runs deep, and every action propels the organization towards extraordinary results. If you're done with surface-level surveys and are ready to dive deep into the heart of employee experience, join us. We'll unveil how to transform lived experiences into powerful metrics and empower leaders with courage and lead with compassion. Through practical tools and conversation, you'll learn how to align people strategies with performance goals, using culture as a lever for retention, growth, and resilience—drawing on real-world examples from Nurse Next Door's Bold Kindness approach.

### Key takeaways:

- How Nurse Next Door connects culture to business results through a bold, people-first approach, anchored in leadership behaviors, feedback, and trust.
- The KPIs that matter most when you're measuring more than engagement- team member experience, business growth and leadership.
- How Nurse Next Door has built systems that turn values into action: from recognition and communication frameworks to leadership development and real-time feedback.
- Practical ways to scale a people-first culture across corporate teams and franchises, without losing authenticity or clarity.

Participants will co-create a culture-first initiative tailored to their organization grounded in Bold Kindness. We'll also explore how to adapt these strategies into corporate and franchise teams across your franchise system, and how to fuel a culture of continuous improvement.

# SESSIONS

## **The Human-Centered Leader: How to Build Emotionally Intelligent Franchise Systems**

Most franchise systems are built for efficiency. Very few are built for actual humans. This workshop is for leaders who want to change that.

Inside every brand are people carrying stories you can't see- employees, franchisees, customers, and yes, you too. When you understand how the brain processes stress, feedback, and trust, you stop managing symptoms and start transforming systems.

We'll unpack how trauma shows up in the workplace (because it does), how to create real psychological safety (not just HR fluff), and why empathy isn't a "soft skill"- it's the sharpest tool in your leadership kit.

What you'll walk away with:

- A brain-based model for leadership that actually explains human behavior
- How to shift from "What's wrong with them?" to "What support would help?"
- Tools to reduce burnout, fix turnover, and coach with compassion
- The 4 S's of safety every team member needs: Safe, Seen, Soothed, Secure
- A new lens on how your childhood might still be running your boardroom

This class blends neuroscience, personal story, and the operational realities of franchise systems. If you want to grow a brand without breaking your people—this is your playbook.

Lead the humans. Grow the brand.

# SESSIONS



## **Profit-Focused from Day One: Coaching Franchisees Toward Break-Even and Beyond**

Too many franchisees get months, or even years, into business without truly understanding their numbers. This session dives into how franchise support teams can set the financial tone from the very beginning. We'll explore proven strategies for coaching franchisees on break-even timelines, essential KPIs to track, and how to use tech and AI to build financial confidence and literacy. Learn how top brands are aligning field teams, finance coaches, and franchisees around clear, actionable financial goals to drive profitability faster. Whether you're just building your onboarding process or looking to tighten it up, this session offers a practical roadmap to ensure your franchisees don't just survive—they succeed.

### Key Takeaways:

- What to teach early- Core financial concepts that every franchisee must understand in the first 30-90 days.
- Coaching structure- How brands are building financial coaching into their onboarding and ongoing field support playbooks.
- Metrics that matter- Which KPIs to track and benchmark to keep franchisees focused on profitability.
- Tech + AI tools- Real-world examples of platforms and AI tools that simplify financial visibility and make data digestible.
- Cross-team alignment- How the corporate team and field teams can collaborate to reinforce financial discipline across the network.