

RELATIONSHIP DYNAMIC



Relationship Strengthen trust and collaboration between franchisors, coaches, and franchisees to drive mutual success.

- Guiding Franchisees to Success: The Role of a Field Coach in a Franchise System
- The Field Coach and Franchisee Relationship Dynamic
- Cultivating Credibility and Effective Leadership as a Field Coach

STRATEGIC GROWTH COACHING



Empower franchisees with actionable strategies for sustainable growth and goal-focused decision-making.

- Introduction to Strategic Growth Coaching
- Understand: The Franchisee's WHY and Vision
- Identify: The Needs, Opportunities and Weaknesses
- Evaluate: The Priorities and solutions
- Solve with an INC List
- Motivate with Annual and Quarterly Goals
- Implement with Growth Plans and Action Plans
- Accountability Through Scorecards & Check-ins
- Creating the Strategic Growth Coaching Loop

COACHING SKILLS



Practical frameworks for effective, results-driven coaching sessions.

- Creating Buy-In, Motivation & Shifting Mindset
- Fostering a Culture of Accountability
- Shaping Positive Outcomes through Influencing Skills and Persuasion Techniques
- Self-Assessing Coaching Skills

EMOTIONAL & SOCIAL INTELLIGENCE



Build emotional awareness and adaptability to foster stronger connections and effective interactions.

- Creating Buy-In, Motivation & Shifting Mindset
- Fostering a Culture of Accountability
- Shaping Positive Outcomes through Influencing Skills and Persuasion Techniques
- Self-Assessing Coaching Skills

COMMUNICATION SKILLS



Master clear, impactful, and empathetic communication for collaborative.

- Communication Mastery For Impactful Coaching
- The Psychology behind Effective Coaching: Active Listening
- Coaching Using Effective & Motivational Questioning
- Tailoring Approaches in Coaching for Optimal Impact

BUSINESS FOUNDATIONS



Guide franchisees in strategic leadership, optimizing operations, and stepping back from daily tasks for big-picture growth.

- Understanding Franchisee Obstacles to Growth
- Coaching Franchisees to Overcome Growth Obstacles
- Understanding Working ON vs. IN the Business
- Coaching Franchisees to Work ON not just IN the Business

LEADERSHIP



Inspire and guide franchisees with actionable leadership skills that align teams toward shared goals.

- Maximizing Development at Every Phase of the Franchisee Lifecycle
- Supporting Franchisees through Change: Guiding Adaptation and Transformation
- Staff Management Excellence
- Coaching Franchisees on Leadership

CHALLENGING SITUATIONS



Confidently address under performance, conflicts, and high-pressure scenarios with practical strategies.

- Navigating Difficult Conversations
- Navigating Conflict Resolution
- Overcoming Resistant, Complacent & Disengaged Franchisees
- Coaching Low-Performing Franchisees
- Unleashing the Potential of Top-Performing Franchisees

CERTIFICATION



Through out the program, you will be required to submit multiple assignments for certification that demonstrate your knowledge and practical understanding of the course materials and your coaching skills.

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