



Liniger Center on Franchising

UNIVERSITY OF DENVER

THE FRANCHISOR JOURNEY: AGENDA

Time: 9:00 am – 5:00 pm

Location: University of Denver

Instructor: Dr. Benjamin Litalien, CFE

DAY ONE

9:00AM – 9:30AM

Welcome, Introductions & Overview

- Participant introductions & goals for the course
- Review agenda and scheduling
- Update class roster as needed

9:30AM – 10:30AM

Concept Development: Moving from Idea to a Business to a Franchise Strategy

A franchise is generally someone's business idea they wish to expand. We'll examine how to determine if an idea is "franchisable", and if so, how to move it to a franchise strategy. We'll follow this path along the entire life cycle of a franchised business.

10:30AM – 11:00AM

BREAK

11:00AM – 12:00PM

Case Study:

Small groups will evaluate various concepts to see if they are a good fit for franchising then present their findings to the class.

12:00PM – 1:00PM

Lunch – "On your own" lots of great options nearby

1:00PM – 1:45PM

The Start-Up Stage of a New Franchise Concept

This phase is critical to setting the proper foundation for rapid growth and profitable expansion. We'll review key strategies and consider the challenges.

1:45PM – 2:30PM

Case Study:

Small groups will consider differing concepts and the start-up challenges they faced

2:30PM – 3:00PM

BREAK

3:00PM – 4:30PM

Guest Speaker: Heidi Ganahl, Founder of Camp Bow Wow

Heidi will share her insights on her start-up and growth into an amazing brand. Camp Bow Wow was named to the Inc 500/5000 list of the fastest growing companies in the country five years in a row. As a result of her success, she was named one of Fortune magazine's 10 Most Promising Entrepreneurs and among the "Top Women Entrepreneurs in the Country" by Parade Magazine.



4:30PM – 5:00PM

Review & Wrap-up



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DAY TWO

9:00AM – 9:30AM

Review & Reflection:

- Discussion on Day One concepts
- Resolve outstanding questions

9:30AM – 10:30PM

Extending The Franchise Growth Phase: Navigating Market Forces

Arguably the most important segment in the franchisor journey, once the concept is firmly established and growing rapidly, is to drive that growth for an extended period of time. We'll examine the key drivers to extending franchise system growth and the market forces that work against achieving this important goal.

10:30AM – 11:00AM

Break

11:00AM – 12:00PM

Case Study:

Small groups will look at scenarios where growth was extended and some where it was not to determine cause and effect. Groups will present their findings to the class.

12:00PM – 1:00PM

LUNCH: WILL BE PROVIDED ONSITE

1:00PM – 2:30PM

Guest Speaker: Adam Contos, partner with Area 15 Ventures, LLC

Adam is the former CEO of RE/MAX, a SWAT Commander and highly sought after speaker on franchising, leadership and coaching. He will share insights and experiences on franchise development throughout the franchise journey.



2:30PM – 3:00PM

Break

3:00PM – 4:30PM

Franchise Development: Opportunities and Challenges

The lifeblood of a franchise system is franchise sales. We will examine the various approaches taken by franchisors including using broker networks, in-house franchise development teams and hybrids. We'll review the opportunities and challenges of getting momentum and keeping it.

4:30PM – 5:00PM

Review & Wrap-up



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DAY THREE

8:00AM – 8:30AM

Review & Reflection

- Discussion on Day Two concepts
- Resolve outstanding questions

8:30AM – 9:30AM

Handling Maturity of a Brand and Avoiding Decline: The Role of Innovation Over time, all franchise systems plateau. It is important to recognize when that occurs and how to manage accordingly. If unaware, or left unattended, brands fall into decline. We'll look at the research on how to restart the growth engine and avoid decline.

9:30AM – 10:30AM

Case Study – Innovation

The story of innovation at McDonald's is fascinating, with the most significant improvements and enhancements coming directly from the franchisees. Groups will discuss the case and address the questions provided.

10:30AM – 11:30AM

Dealing with Disputes in Franchising

In the franchise journey, there will be disputes that arise along the way. It is important to understand how dealing with them may impact the brand, growth, and franchisor-franchisee relations.

11:30AM – 12:00PM

LUNCH: WILL BE PROVIDED ONSITE

12:00PM – 1:30PM

Guest Speaker: Len MacPhee, Polsinelli

Len is a leading franchise attorney and litigator and will share examples, stories, and insights from his extensive experience. The class will participate in a "negotiations" exercise. Len will also provide an update on current activities across the country that could have a dramatic impact on the franchise model.



1:30PM – 2:00PM

Session Review & Wrap-up

Presentation of Certificates of Completion