



Liniger Center on Franchising

UNIVERSITY OF DENVER

THE FRANCHISEE JOURNEY: AGENDA

Time: 9:00am – 5:00pm

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

Franchise Recruitment and Development: Matchmaking

Becoming a franchisee begins with choosing a franchise business to purchase. We will review how franchisees are finding concepts and how franchisors are positioned to attract candidates. We will review the entire recruitment process.

10:30AM – 11:00AM

BREAK

11:00AM – 12:00PM

Case Study:

Small groups will create recruitment plan to attract franchisees; we will discuss and compare the different plans.

12:00PM – 1:00PM

Lunch – “On your own” lots of great options nearby

1:00PM – 2:30PM

Guest Speaker: *Steve Dixon, CFE*

Chief Development Officer for Children’s Lighthouse

Steve is a seasoned development executive with an amazing candidate selection process. He will share insights on how to be “chosen” by the right franchisor for their franchise.



2:30PM – 3:00PM

BREAK

3:00PM – 3:45PM

New Franchisee Onboarding

Once the franchise agreement is signed, there is a critical path that franchisees need to take to be successfully integrated into the franchise system. We’ll look at the steps along this critical path.

3:45PM – 4:30PM

Case Study:

Small groups will create an onboarding plan for their “franchisees”, we will discuss and compare the different plans.

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 – 11:00AM

The Franchise Launch: Starting Strong

Arguably the most important segment in the franchisee journey, successfully launching the franchise sets the stage for reaping the benefits over the life of the franchise. But it requires a deliberate program with sufficient resources to effectively help franchisees start strong.

11:00AM – 11:30AM

BREAK

11:30AM – 12:30PM

Guest Speaker: *Jamie Izaks, President of All Points PR*

Jamie has worked with numerous franchise companies to help them launch their franchisees with media support, publicity, and digital marketing. He will share his experiences on how to have a great franchisee business launch and what to avoid.



12:30PM – 1:30PM

LUNCH – PROVIDED ONSITE

1:30PM – 2:30PM

Case Study:

Small groups will consider various scenarios to evaluate the launch plan from the franchisee perspective and determine how to improve/enhance it

2:30PM – 3:00PM

BREAK

3:00PM – 4:00PM

Supporting Franchisees:

We will look at key elements of franchisee support that are needed to maintain compliance across the franchise network and drive performance. We will consider various support structures and best practices from the franchisee perspective.

4:00PM – 4:45PM

Case Study:

Small groups will examine franchise approaches to support and create recommendations to improve/enhance support.

4:45PM – 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

Growth & Expansion: Franchisees are the Key to System Growth

Franchisees generally seek to grow their business for maximum return and to expand if/when possible. We'll look at key factors driving both goals.

9:30AM – 11:00AM

Guest Speaker: *Dave Liniger*

Co-founder & Chairman of RE/MAX

He and his wife, Gail provided the gift to create the Liniger Center on Franchising. Dave will share his insights and experiences from building an iconic franchise brand, and especially on how to “love your franchisees”. This is a special opportunity to hear from an IFA Hall of Fame awardee, franchise icon and incredible leader. Pictured here with his wife and co-founder of RE/MAX Gail.



11:00AM – 11:30AM

LUNCH – WILL BE PROVIDED ONSITE

11:30AM – 12:30PM

Succession Planning: Beginning with the End in Mind

An important look at how to keep the end in mind when owning a franchised business, including knowing when to sell/transfer, and how to prepare for an exit.

12:30PM – 1:30PM

Case Study:

Small groups will consider a succession/exit plan for franchisees in a franchise scenario utilizing the content provided in the course. Each group will present their plans to the class for discussion.

1:30PM – 2:00PM

Session Review & Wrap-up

Presentation of Certificates of Completion