THE FRANCHISEE JOURNEY: AGENDA

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Instructor</th>
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<tr>
<td>9:00AM – 5:00PM MT</td>
<td>DCSD Legacy Campus</td>
<td>Dr. Ben Litalien, CFE</td>
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<td>10035 S Peoria St, Lone Tree, CO 80134</td>
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**DAY ONE: JANUARY 11, 2024**

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  
BREAKE

11:00AM – 12:00PM  
Case Study:
Small groups will create an onboarding plan for their “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  
BREAKE

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
The Franchisee Journey

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DAY TWO: JANUARY 12, 2024

9:00AM – 9:30AM  Review & Reflection:
  • Discussion on Day One concepts
  • Resolve outstanding questions

9:30AM – 10:30AM  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.

10:30AM – 11:00AM  BREAK

11:00AM – 12:00PM  Case Study:
Small groups will consider various scenarios to evaluate the launch plan from the franchisee perspective and determine how to improve/enhance it

12:00PM – 1:00PM  LUNCH – PROVIDED ONSITE

1:00PM – 2:30PM  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.

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
Liniger Center on Franchising
UNIVERSITY OF DENVER

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DAY THREE: JANUARY 13, 2024

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