



Franchise Business Coach Bootcamp High-Level Agenda & Key Topics

DAY ONE

9:00 am – 9:15 am **Welcome & Introductions**

9:15 am – 10:00 am **Contextual Stages, Roles Defined, and Key Considerations**

Objective: Set the stage for the course.

- Examine the evolving franchise landscape, including key brand-level and national market forces from the past decade and anticipated challenges.
- Define the roles of franchisors, franchisees, and Franchise Business Coaches (FBCs), focusing on the role of communication, goal alignment, conflict resolution, and cultivating Brand Builders.
- Review growth stages in a franchise system, highlighting the need for adapting support strategies and structures to meet the unique needs of franchisees and system maturity.

10:00 am – 11:30 am **Support Team Structure**

Objective: Explore best practices for franchisee support structures

- Discuss various support structures and strategies for adjusting them.
- Review participants' current support structures and identify opportunities for improvement in areas like territory, span of control, communication plans, and cadence.

11:30 am – 12:00 pm **Break & Self-Reflection**

Objective: Assess personal leadership capabilities, identify gaps and growth opportunities, and set actionable goals to elevate coaching impact.

12:00 pm – 1:00 pm **Lunch will be provided**

1:00 pm – 2:30 pm **Insights Discovery: Introduction**

Objective: Deepen self-awareness and enhance communication skills.

- Explore the psychological processes between perceiving an event and responding to it.
- Understand behavioral tendencies with an introduction to color energies.
- Review Jungian preferences and Discovery Personal Profiles.
- Review Insights Discovery Personal Profile

2:30 pm – 4:30 pm **Insights Discovery: Building Trust and Effective Communication**

Objective: Explore Personal Profiles and apply concepts to improve trust and communication.

- Examine Insights graphs to understand individual behavioral styles.
- Explore team dynamics, collective strengths, and growth areas.
- Practice adapting behaviors & building stronger connections through interactive activities.
- Apply knowledge and practical exercises on effective communication, interaction and coaching.
- Activity: Practice adaptive strategies for building trust & improving relationships & connection.

4:30 pm – 5:00 pm **Daily Wrap-Up**

Objective: Capture learnings & begin forming an Individual Development Plan | Plan of Action



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DAY TWO

9:00 am – 9:15 am Recap Day One | Questions

9:15 am – 12:00 pm High Impact Coaching: Adapting Leadership & Coaching Style for Impact

Objective: Learn to adapt coaching and leadership styles based situations and unique needs of franchisees.

- Learn impactful approaches to building effective relationships with franchisees, employees, and cross-functional teams.
- Align coaching strategies with personality profiles and independence levels.
- Understand High-Impact Coaching techniques, focusing on franchisee independence levels and unique needs to enhance effectiveness.

12:00 pm – 1:00 pm Lunch will be provided

1:00 pm – 3:00 pm High Impact Coaching: Practical Application & Practice

Objective: Apply skills learned from Insights Discovery and High Impact Coaching.

- Use discussions, hands-on exercises, case studies, and independent sessions to explore, analyze, respond, build action plans, and gain buy-in.
- Develop tools and strategies for impactful communication and performance, emphasizing confidence, strength, and empathy.

3:00 pm – 4:00 pm Closing Exercise: Application

Objective: Reflect and create an action plan.

- Self-reflection: Identify top insights gained, their relevance to the FBC role, and immediate challenges or opportunities.
- Draft a 90-day action plan with priorities, steps, stakeholders, resources, measurable goals, and deadlines.
- Peer sharing: Share priorities and receive feedback.
- Commitment statement: Summarize next steps.

4:00 pm – 4:30 pm Questions | Final Thoughts | Wrap-Up



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