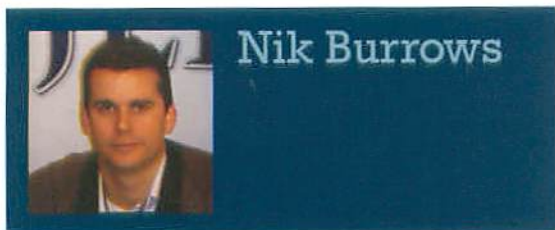


Don't limit your training, but know your limits

The world of franchising faces a unique challenge when it comes to training, motivating and ultimately increasing the success of its brand and the individuals that create it.

Nik Burrows of Corporate Jedi believes he has the answer...



How do you achieve this?

A detailed induction programme should provide information and practical support to ensure that the franchisee has all the tools to be successful in their new venture.

An ongoing support structure should follow up the induction process and provide a helping hand to walk the franchisee through the practical application of the business.

From this point on the franchisor should maintain regular contact to update the franchisee on changes in systems and innovations in the chosen field within the wider group.

The missing ingredient

Tailored support. Each individual franchisee needs the right support to drive them to reach their true potential and exceed beyond their natural ability.

Franchisees want to know that their money is well spent and that their return on investment will be worth the effort

The individual nature of those attracted to a franchise makes it very difficult, if not impossible, to cater for everybody's needs. ►

There is a constant battle between providing the necessary support for franchisees, allowing individuals space to express themselves and maintaining a consistent approach to delivery that protects and enhances the franchise's brand and market position.

The answer lies in playing to the strengths of the people involved in the franchise and knowing when you need help.

What can the franchisee learn from you?

Franchisees want direction and support in building a business structure. They want to know that their money is well spent and that their return on investment will be worth the effort. They want the tools that allow them to succeed and a platform to build on.

Your franchisees don't want to reinvent your systems or have to make the same mistakes that you made in creating your business. You can take away the pain of being a groundbreaking pioneer but keep the excitement and sense of achievement that comes with a new adventure.



How can you account for the experience and acquired skills of a diverse group of individuals who have different objectives and aspirations. Add to that the inevitable variations that geographical issues place on any business and you begin to see the size of the problem.

Building training costs into the franchise package will inevitably lead some to think they are paying for things they don't really need. Others, however, may leave feeling they haven't got the answers they came for.

This will be a compromise at best and at worst, a poor reflection on an otherwise great franchise, with people feeling poorly supported, patronised or even ripped off.

The solution

Getting the best out of individuals and supplying the skills to make the best use of the tools is a specialist job. Recognising this and enlisting the help and support of the experts is the key to getting the most out of a franchise.

Again, one size doesn't fit all. Providing access to a network of franchise approved coaches,

consultants, trainers and mentors will provide the option for franchisees to select the people they feel most comfortable working with in those areas of business they most need help.

The franchisor can ensure the approved panel understands the franchise and its market place and so are well placed to provide the additional support the franchisees need.

The franchisee should take on the cost of the additional support they require. This will ensure no one is paying for training they don't need. The individual can make a value decision and has a greater interest in and commitment to ensuring a good return on their investment. ■

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Various training methods showcased at The World of Learning Exhibition, 2006.
www.learnevents.com

IN SUMMARY

- No one can be all things to all people
- Play to your strengths and know your limitations
- People succeed when they believe, have passion and commitment
- Ensure your franchisees only receive the training they need