



Are your Franchisees fully engaged or passively doing the bare minimum?

How do leading franchise companies move franchisees from simply being compliant business partners (doing the bare minimum) to fully engaged "raving fans" of the brand? Imagine football players standing on the sidelines, taking selfies, ignoring the coaches, and being only passively interested in the game. Now picture the coaches, waving and shouting to be heard above the noise of the crowd and trying to get the team energized. Does this make for a winning football team? Of course not. The same goes for franchise companies and their franchisees. When franchisees (players) are disengaged and unwilling to be coached/motivated or follow the playbook, everyone loses...franchisees, coaches, the fans, the franchise.

How do you build (or re-build) a winning franchise brand? The answer lies in leadership, both in coaching and in business. What is working and what is not? What are players/franchisees saying to one another when the coaches are not around and how does leadership work to understand?

This year marks our 20th anniversary of listening to franchisees. Over the years we have had the opportunity to work with some amazing franchise brands and with some that are struggling to survive. The magic of franchising lies in the joint effort of franchisees and franchisor executives, all rowing in the same direction. This partnership when done right is truly a magical combination!

True understanding starts with listening and to do this properly in franchising requires a couple of things.

1. You will need to hire an outside firm to collect, anonymize and quantify the feedback. A self-administered Survey Monkey project will not get the data needed for long-term brand growth!
2. This process must be free of fear of retribution and free of false praise. No risk and no reward. It must be quantifiable, confidential, and comprehensive.

Franchise executives must be willing to listen to what has been shared, and willing to make the necessary changes without judgement. This is an important part of the process.

Whether you are rooting for the Chiefs or the Eagles this Super Bowl (or just watching for the commercials or halftime show), we at The Franchise Research Institute ask that you consider partnering with us to get the data and help make your franchisees become fully engaged, "raving fans" of the brand.



Click [here](#) to find out more about how our statistics drive decisions at leading franchise companies for 20 years!

Or visit our website at <https://franchiseresearchinstitute.com/>



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