



International Institute for Franchise Education

IIFE Course Descriptions

“Bringing Life to Learning”



Franchise Mini MBA™ Series

“Get on the Fast Track”

Organizational Development—450 CFE Credits

Through interactive exercises, this three-day program illustrates new problem-solving methods that you can apply to your organization, learn ways of managing the people and the business to provide quality customer service, and understand how well your work team is functioning. The focus is on:

- Values analysis
- Producing more ROI on the innovation effort
- Understanding and mastering the four links of the innovation process
- Utilizing strategic planning as the process of creating the future
- Three simple questions you need to acknowledge for effective strategic planning

Franchise Sales & Development—450 CFE Credits

This three-day program allows you to implement methods to position your system for growth in the domestic and international marketplace and to be aware of the current legal hot topics you need to know. The focus is on:

- Crafting a plan for recruiting better franchisees
- Latest legal, regulatory, and legislative developments that affect your franchise system
- A five-step process for going international
- Turning site selection into a new revenue stream and securing the best locations
- Franchisee/Franchisor relationship

Strategic Management & Strategy Formulation 450 CFE Credits

You will gain practical benefits for your franchise system in this three-day program by identifying strategic leadership concepts, learning how to involve franchisees as partners in strategic management, as well as how to conduct a strategic assessment. The concepts and application skills will help you gain a competitive advantage for your franchise system while tying performance measures to growth management. The program focus is on:

- Recognizing the strategic challenges facing organizations today
- Ways to ramp up your franchise system’s growth and development
- Benefits of conducting a strategic audit
- Methods you can implement for creating profitable strategic alliances
- Tips on leveraging your organization’s vision and values to improve performance

Emerging Leader Program Series

This series of programs helps leaders develop the capacity to take on challenges at all levels of the organization. Whether you are leading a work group in a small company or mastering change in a large global organization, you will learn about best practices that provide information for benchmarking and application in your own leadership approach. Each stand-alone program is three-days in length. Take one or all three.

The Influential Leader—450 CFE Credits

In this highly interactive program, leaders will learn and practice the critical actions required to generate positive energy in their workplace. Put these practical new skills to work immediately:

- Assess your own leadership capabilities
- Inspire a shared vision for your group
- Know when to negotiate and when to collaborate
- Share power and information to involve and motivate others
- Recognize contributions and celebrate accomplishments

The Leader as Coach and Collaborator 450 CFE Credits

This program will help you to learn and practice shared leadership and coaching skills to gain commitment, build self-esteem, and raise the bar on performance in individuals and teams. Put these practical new skills to work immediately:

- Build employee relationships that enhance professional development and productivity
- Apply a model for transformational coaching
- Coach people up, down, and across the franchise system
- Understand and appreciate the coaching needs of different generations
- Increase performance and improve productivity

The Innovative Leader—450 CFE Credits

This program will give you hands-on experience in applying a process for “breakthrough thinking” that guides idea generation and problem solving. Put these practical new skills to work immediately:

- Generate multiple solutions to problem situations that arise
- Understand the characteristics of creative thinking and apply techniques that inspire group creativity for generating ideas
- Use a four-step process to plan, design, re-engineer, improve, and find solutions to problems



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Emerging Franchisor Conference

An exclusive conference for franchisors
with less than 200 franchisees

Spend two and one-half days consulting with your peers in an open exchange of ideas that will address the challenges of operating a franchise system, including:

- Development and lead generation
- Dealing with difficult and under-performing franchisees
- Learning how other franchisors deal with common issues that we all face
- Hearing from experts in the industry pertaining to the franchisee/franchisor relationship, legal issues, public relations and management issues
- Tips on increasing market share and enhancing brand identity

Developing Operations Manuals & Franchise Training System

300 CFE Credits

This two-day course provides a roadmap for new franchisors to establish a comprehensive training system for their franchisees. Curriculum addresses content that must be documented in operations manuals, who needs training in your system, various training methods, and approaches to keeping manuals and training updated.

At the workshop you will:

- Learn key content areas to document
- Find out how to design manuals and training tools that are user-friendly and easily updated
- Identify what you should include in training programs for new franchisees

Streamlined Strategic Planning and the Balanced Scorecard—200 CFE Credits

This program helps franchise leaders identify critical strategies linked to specific actions and measured with a balanced scorecard. The focus is on developing a working knowledge of streamlined strategic planning using well-known tools for minimizing organizational risk in order to better achieve the organization’s goals and objectives. Learning objectives of this program are:

- Understanding the basic ingredients of successful strategic planning
- Becoming familiar with background analysis, internal analysis, external analysis, gap analysis, and the balanced scorecard
- Recognizing the role and importance of critical thinking, vision and mission, generic strategies, Porter’s 5 Forces Model, the remote environment, and SWOT analysis

Creating Strategic Value

200 CFE Credits

This one-day program recognizes and understands the importance of having the right people in the right place at the right time in order to sustain a competitive franchise organizational culture. Learning objectives are:

- Recognizing the role values play in a franchise organization
- Exploring empowered and value-creating team decision-making
- Identifying some important and useful strategic thinking concepts and tools
- Explaining the difference between strategic planning and strategic thinking
- Recognizing the need for an entrepreneurial mindset in strategic thinking

Leadership for High Performance

200 CFE Credits

This one-day program focuses on recognizing the importance of leadership in franchise organizations and its role in creating and sustaining a high performance culture. Learning objectives of this program are:

- Identifying leadership “best practices”
- Understanding the difference between leadership and management
- Appreciating the need for a balance of both leadership and management skills
- Examining relevant research on effective leadership skills
- Steps to be taken to begin changing and enhancing one’s individual leadership skills

Franchise Executive Real Estate Program

300 CFE Credits

This two-day program focuses on real estate and the business of franchising. Throughout the two-day program, you will learn the following:

- Basics of commercial tenant leases and landlord/tenant law
- Methods for negotiating tenant leases for franchise companies
- The value of systemizing real estate into your franchise operation
- Discover opportunities in owning real estate as part of your franchise business strategy
- Differences in franchisor control of real estate and franchisee control of real estate