

Guide to Training & Enabling Franchisees



Introduce the parent company: its culture, values, norms, beliefs, and war stories. Prepare franchisees to represent you with high fidelity.



Create a culture of learning.
Then add development resources as circumstances demand. Google always thinks mobile first; the desktop is an afterthought.



Provide an online, current operations manual written as if the franchisee has no experience in the industry.



Take advantage of peer-generated content.
When people find something other need to know, they document it. Need to share it.



Be spare. Less is more.
Compress file drawers into job aids and a few pages. Shrink the lesson. Small chunks.



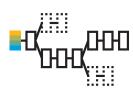
Design programs to be usable by as many workers as possible: iPhone, Andriod, tablets, and computer.



Take on major initiatives first. Then sell your success.



Surprise your audience with news, convenience, and utility.



Support the workflow.

Don't add additional burdens.



Tell stories to create imagery, emotions, and understanding of events

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