

Guide to Training & Enabling Franchisees



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



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



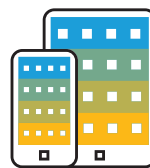
3 Provide an online, current operations manual written as if the franchisee has no experience in the industry.



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



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



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



7 Take on major initiatives first. Then sell your success.



8 Surprise your audience with news, convenience, and utility.



9 Support the workflow. Don't add additional burdens.



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