1. Franchise Leadership Center (Home)

Where the Franchise world connects

Click here to see how FLC is supporting Franchisees during this challenging time of Covid-19.

We know what COVID-19 is doing to franchisees and small business owners. We know these are uncertain times. And we invite you to navigate these hard times with your peers. You are not alone. We are offering you the opportunity to be part of our FLC Franchisee Forum groups. We believe that connecting with others who share the same concerns and business challenges can make a difference. And we offer this from our hearts, that’s why we aren’t charging to be a part of our forum groups now, no catch, it is free, no time limits. We will do this for as long as we can during this pandemic.

Click here to learn more about how you can be a part of our Franchisee Forum groups for free!

**This is our way to help the Franchise industry… and most of all, Franchisees (see change in this sentence. For some reason it isn’t tracking this change)**

Click here for information

**Stronger Together** This will be one of our branding things.

For Franchisees

Franchise Leadership Center is here to help Franchisees get the most out of their business. Our most popular and in-demand service is our FLC peer to peer Franchisee Forum Groups. This is a community where you spend quality time with your peers ithat are non-competing franchises, gaining knowledge and business insights. Franchise Leadership Center is the only organization that specializes in Peer to Peer Forum Groups with Franchisees. Together with diverse franchise industries, business speakers and influencers, as well as 1 to 1 monthly coaching, will help you in many ways.

Your ability to make changes fast and respond to the changing business market will accelerate when you are a part of the FLC Forum Group. You will increase your capacity to lead your organization and your business will grow exponentially.

"Because We Are Stronger Together"

For More Information

Click Here

For Franchisors

The Franchise Leadership Center also offers Franchisor based Peer to Peer Forum Groups. These are Leaders in Franchisor organizations. We break the Forums into three separate and distinct forum groups.

This is a community where you spend quality time with your peers that are non-competing franchises, gaining knowledge and business insights. Franchise Leadership Center is the only organization that specializes in Peer to Peer Forum Groups with Franchisors. Together with diverse franchise industries, business speakers and influencers, as well as 1 to 1 monthly coaching, will help you in many ways.

Franchise Leadership Center is the only organization to exclusively lead “Franchisor Only” Forum groups. We have a depth of experience in leading and facilitating forum groups to help you build relationships with your peers from non-competing franchise organizations.

For More Information

Click Here

What you get from a FLC Forum Group

Peer to Peer sharing One on one coaching Problem-solving technics

Business learning Personal Development Never be Alone

FLC Problem Solving Model

Title Box

FLC Problem Solving Model

Give yourself the right tools and put yourself around the right people

Video

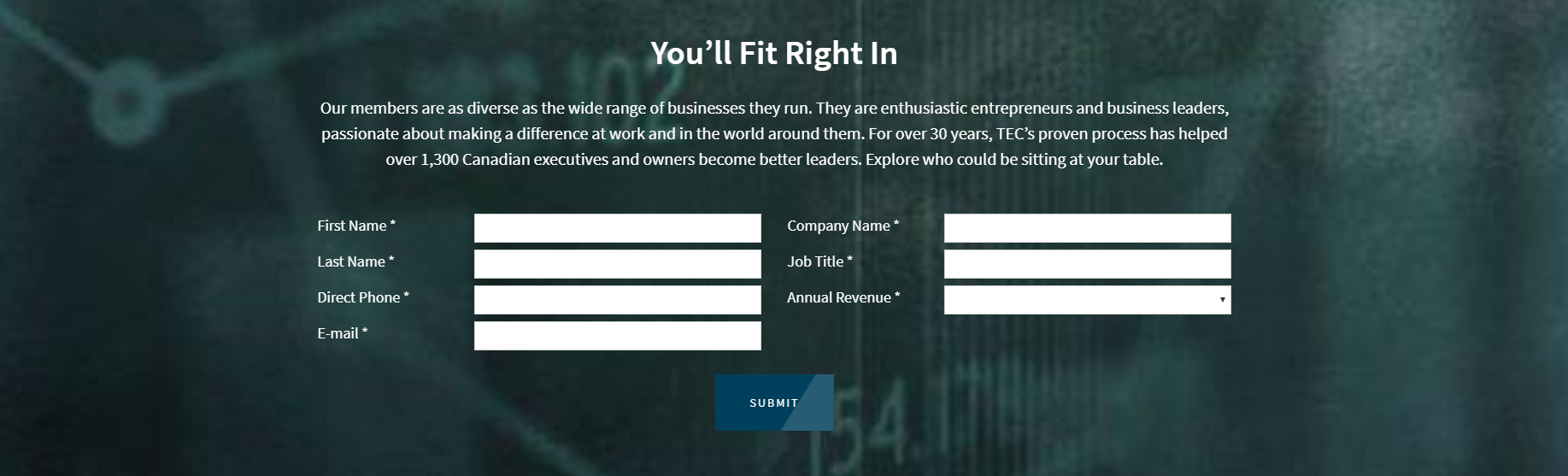
Graphic Box

This would be a section of the page and look similar to other sections. It would be called. Join the FLC Team. It will have a look like this

Change look and info in box with…

Better wording: Our members are all from the franchise industry. They are people just like you wanting to learn about best practices, grow their franchise organization, and share with other like-minded people. If you are passionate about what you do and want to work with other proven leaders, contact FLC for more information about our forum groups and all of our services.

This was just a place holder



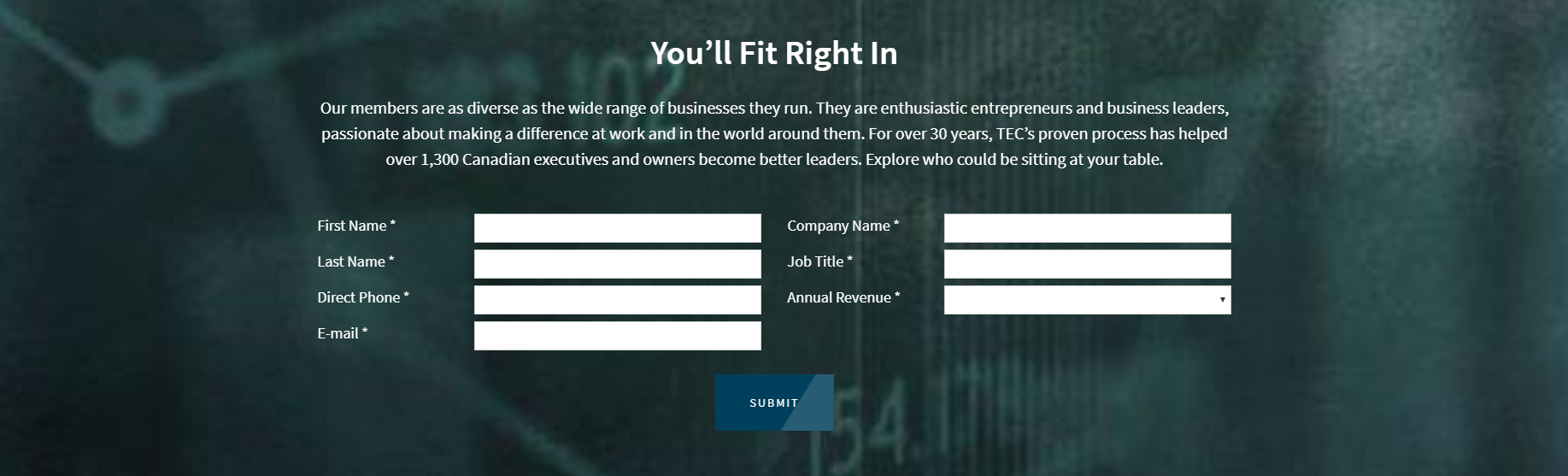
For More Information

Click Here

The next section would be testimonials, and this section would also be repeated on other pages.

2.1 Who are we  **Laura I need our copy writer to do this**

For more information contact us



For More Information

Click Here

2.1.1 Our Vision

The Franchise Leadership Center wants to be the go-to organization for all Franchisors and Franchisees when they need to connect, learn, share, grow, or solve a problem. We will always employ the best educators, business, and motivational team members possible. We will be trusted not because of what we say but because of the actions we take.

2.1.2 Our Promise to you

The Franchise Leadership Center promise is always to put our clients first. We treat each client as our most important partner and we will always be honest, true and available. Client confidentiality and integrity are core values that will never be compromised When a Franchisor or a Franchisee comes to us for help, we will do everything thing we can to meet or exceed their expectations in every way possible. We will earn trust, and will cherish every member relationship.

2.1.3 Our Team

2.1.4 Dr. Steve Whiteside

Based in Vancouver, British Columbia, Canada, Dr. Steve Whiteside is an entrepreneur and business owner. He has extensive experience working with franchise organizations. He has owned and operated franchises including Academy Of Learning College, CompuCollege and has worked with many franchisees from organizations such as Got Junk, CEFA, Nurse Next Door, and many more. He iis renowned for his research on what makes franchise organizations successful and how can coaching help franchisees be more productive. Dr Whiteside has worked closely with franchisors and franchisees to help them resolve their most pressing business challenges. He is a highly respected coach and former forum leader with EO, Vistage and TEC. (if you wish to mention these) We have been working with franchise organizations for many years. Dr. Steve Whiteside has done extensive research on what makes franchisees successful as well as working with groups of Franchisees to help them solve there most pressing issues; we call these issues "What keeps you up at night" issues. Dr. Whiteside earned his Masters at Roya Roads University as well as a second Masters and a PhD st Feilding Graduate University. But he is not only a researcher and entrepreneur, but he has worked in franchises himself for over 20 years and owned franchises for 22 years. The experience Dr. Whiteside has is practical and proven. He works with Franchisees as well as Franchisors.

2.1.6 Others

The Franchise Leadership Center also partners with many speakers from the Canadian Association of Professional Speakers as well as certified coaches from the International Coaching Federation. Our associates bring the highest quality experience to our members through facilitation, speaking, coaching, and much more.

3.1 Our Services

Remember the stuff in the boxes shows up 3 times so there is not as many new words as you may think. If you want to get rid of the boxes that’s ok.

The Franchise Leadership Center offers the following services:

**Breakout Sessions**

We offer diverse breakout topics including talent retention, business growth, interpersonal communication, building customer loyalty and effectively implementing new technologies Our goal is help participants learn and aquire new skills for immediate, practical implementation 

**Learning and Courses**

We have many courses we teach in seminar format and we are now just putting them on our website. As well we can create training programs for your team members specifically for your organization. 

**Keynote Speakers**

We utilze the services of leading thinkers and presenters who motivate, inspire and change the way we think about our businesses and ourselves. 

**Franchise Conventions**

We can be a small part of your convention or we can plan the entire experience depending on your needs. From Keynotes to breakout sessions

.

**Franchise Summits**

We plan weekend to week long summits to help organizations grow and build relationships We can customize specific summits to meet your needs, tailoring the content accordingly 

**Consulting**

Our consultring specializes in leadership, team building, strategic planning, succession planning, emotional intellegance and relationship building

**Coaching**

We use trained and certified coaches to help you with your business challenges to your personal struggles to help you find the questions and answers you need. 

**Franchisor Forums**

A Peer to Peer Group. A place a franchisor can come to to learn, grow and solve the most pressing chganllenges in your organization. All Leaders in their industrys.

**Franchisee Forums**

A Peer to Peer Group. A place a franchisee can come to to learn, grow and solve the most pressing chganllenges in your organization. Never Feel alone again. 

3.1.1 Franchise Forms

**This can be shortened a lot but must keep ideas and feeling**

**The Problem:** Many Franchisees feel they do not receive enough support to keep their organizations healthy. In our experience working with both franchisors and franchisees, we have discovered that many business challenges arise from misperceptions or assumptions that require higher levels of understanding and empathy. Franchisees often want and need more support they they can find within their franchise organization. This is where the Franchise Leadership Center (FLC) fits into the picture. FLC works with Franchisees to concentrate on their business regardlsees to come of the challenges around them. We help the individual Franchisee grow and sustain a profitable and healthy company. Simply put, the FLC helps franchisees be successful and profitable while working to maintain a healthy and sustainable business.

The FLC also works with forward-thinking Franchisors to help them build a healthy and successful relationship with their Franchisees. Our research shows that most franchise relationships need to be improved and maintained for Franchisees to be successful and feel like they want to be a part of the franchise system they have bought into. The truth is we have found that both Franchisors and Franchisees desire strong, successful and enduring relationships.

Research conducted in 2019 asked Franchisees what the most significant problem is in their business? 85% of the trime the Franchisor was listed in the top three challenges. But why is this? Interesting enough is that we also asked Franchisors the same question and aproxamitly 80% of the time the Franchisee was listed in their top three challenges. This being said the Franchisor and Franchisee have a symbiotic relationship, and neither can survive without each other. We have found that when franchisors and franchisees build stronger relationships, the relationship challenges can be minimized or eradicated altogether.

We have found that the problem is not the Franchisor or the Franchisees individually but the main issues are the following,

* Lack of understanding regarding mutual responsibilities
* Franchisees’ and franchisors’ expectations aren’t being met
* Ineffective leadership skills to run the business
* Lack of effective communication between the Franchisor and Franchisee
* Insufficient understanding of the underlying financials
* Staff management is weak or does not meet the needs of the team
* Differing interpretations regarding accountability
* And maybe the most significant issue is a lack of understanding in Emotional Intelligence and this can have a large effect on leadership style.

There are many other reasons for issues to come up between the Franchisor and Franchisee, and there are many different reasons some Franchisees to stumble or have a difficult time. But the above reasons tend to account for the majority of the areas we have found.

The other problem is that many Franchisees are doing well and are relatively happy, but they want more. Either more profit, more time, more locations, more fun, more, more, and more. The FLC wants to help Franchisees find the "MORE." That is why FLC works with many Franchise organizations that are not having significant problems but want to do better. Growth can be a both a challenge and an opportunity. Our goal is to help your business succeed by applying proactive solutions to manage expansion, minimize burnout and achieve greater balance, personally and professionally.

**The Solution:** **Franchisee and Franchisor Forums –** We have considerable experience developing and facilitating confidential peer to peer forums. These are groups of like-minded people who collaborate by resolving top of mind business challenges that are common to the group as a whole. Our forums are 100% confidential, and all members are from non-competing companies. The main focus in these forms is to learn and receive in-depth support from your business peers. =

FLC hast started the first-ever Franchisee/Franchisor forum. Our founder, Dr Steve Whiteside has facilitated forums for many years, helping franchise forum members maximize their experience. Each FLC Forum Group meets for 4-5 hours each month. As a member of our exclusive franchise forums, you will have the opportunity to work on the following areas:

1. Learning, 2. Problem-solving, 3. Setting goals and being accountable.

3.1.1.1 Franchisee Forums

**Franchisee Forums –** This group comprises 10 to 15 Franchisees who want to share experiences, learn together, hold each other accountable, set goals and solve problems. In each FLC Forum Group, there will be non-competing Franchisees. Each member will have the opportunity to ensure they are comfortable with each person in the group as well as the business they represent. (this could be worded a little better…will leave to you)

These monthly meetings will either be in person or held by video conference. It depends on how the make-up of the forum group.

The facilitator will make sure each meeting is planned correctly and happens on time. The facilitator is also responsible for finding out what the forum group needs for learning and then facilitates that learning at each meeting and bring in appropriate speakers when possible.

3.1.1.2 Franchisor Forms

**Franchisor Forums -** This group comprises 8 and 12 non-competing Franchisors. The members are leaders in their respective industries, coming together as like-minded people who share their experiences, exchange ideas and solutions to help solve their most challenging business and/or personal issues . The details shared in the forums remain 100% confidential. Membership requirements include holding a C-Suite position and controlling interest within a Franchisor organization. Ownership is not a prerequisite, although it is mandatory for all group members to occupy a key decision-making role within his or her franchise. (i.e. President, CEO, COO. ) To qualify as a member of franchisor forumus, theFranchise brand must have at least 10 locations, grossing a minimum of $5,000,000 in combined revenue. Most of the organizations we have worked with in the past are between $5,000,000 and 100,000,000 total annual revenue within all franchise locations.

Usually, the forums are are in person, face-to-face meetings. Some Franchisor Groups may choose to do some video conferencing due to their respective locations across North America.

Once a decision has been made, the facilitator will make sure each meeting is planned correctly, in a timely manner. The facilitator is also responsible for establishing the appropriate learning resources and facilities are available for each meeting.

It is important to note that takes time to build these Franchise Forums. FLC must find the right Franchiseors who are willing to commit to the Forum. Upon receipt of your application, we will work with you to arrange a forum group that meets closest to your location. The Franchise Leadership Center is the only organization offering exclusive Franchisor Forum Groups.

3.1.2. Consulting

**Consulting-** The Franchise Leadership Center assists membrs with consulting services in areas that include leadership, strategic planning, customer service, sales, team building, relationship building, and repair. Please see examples of consulting specialities below.

**Strategic Planning–** Our FLC consultants have worked with many Franchisor organizations and Master Franchisor organizations to facilitate their Strategic Planning Sessions. These usually comprise 10 to 15 hours of pre-planning, working with the Franchisor, or the board of directors, the Franchisees, and several stakeholders. Then FLC will usually facilitate a two-day Strategic Planning Session. At the conclusion of the session, we would be more than happy to continue working with you further to implement your strategy, if desired.

Our facilitators recognize that every client has unique needs and preferred approaches. Our clients place a high value on our independent, 3rd party facilitation. In the long run, the Franchisor will save money, but more importantly, they will have a 1, 3, and 5 year Strategic Plan that will lead their organization into the future.

**Customer Service and Brand Engagement –** FLC can set up Customer Service Engagement programs. First, we can come in and evaluate your customer service and ensure your brand promise and how your customers see your organization. Often your customers experience a much different experience with your organization then the Franchise thinks they do.

The first step is to find out what the customer experience is and then evaluate this experience and decide if that is what your organization wants and if it meets your expectations. Then we help you find out how it can be improved. We try to help make sure your Mission, Brand Promise, Culture all lineup, and is clear to your customer. In most cases, it is not, and that is when we will help you build a plan to bring everything in line to gain the results you are looking for.

3.1.3 Coaching

**Business Coaching** – The Franchise Leadership Center offers one to one business coaching to help Franchisees find the answers to the questions that keep them up at night. From revenue issues to teamwork building from hiring the right people to freeing up the Franchisees time, we can help with our business coaching. Our coaching is based on many years of experience as well as evidence-based coaching technics. We believe the answers are usually within the client; our job is to ask the right questions so that our Franchisees or Franchisors can solve the issues that are holding them back from their goals.

3.1.4 Franchise Summits (Seminars)

**Seminars** – The Franchise Leadership Center has developed many workshops that can help Franchisees or Franchisors grow their businesses and build essential relationships around them. The following are seminars that we have already built or delivered.

* Communications works in all directions, *Using the Johari Window*
* Strengthening Franchisor/Franchise relationships
* Emotional Intelligence, A tool for success
* Financials, The must be essentials for a Franchisee
* Thinking outside the box, Setting and reaching your goals
* Creating Break Throughs in Your Life and Business
* Sales, It's all about relationships
* Fear is a Factor, Learning how Fear affects us at work
* And many more

We can also build a seminar in any other subject a Franchisor or Franchisee needs. Some Franchisees want the FLC to build something for just their locations, and we can do this. We have a depth of knowledge and programming that can fit any organization. We even do once in a lifetime events such as Firewalking and Board Breaking.

3.1.5 Franchise Conference Services

We work closely with Franchisors or Master Franchisors to help plan their franchise events. From helping find the talent of Keynotes, Breakout sessions to entertainment and music. We can help you make this a great event. Contact us and see how we can help you plan your next franchise convention or event. We can work on events of 10 people to events of 1000 people.

3.1.6 Key Note Speaking

Are speakers are award-winning motivational speakers who help people and organizations of every description to take the lead, get out of their comfort zones and develop the willingness to risk. Renowned for their dynamic, engaging presentation style, Our speakers challenge their clients and audiences to take charge of themselves, shift perspectives and discover their highest potential.

We also have **Extreme speaking and seminar formats that** are quickly changing the consciousness of corporate North America. Many of the world's most forward-thinking companies such as Microsoft, AT&T, American Express, and Coca Cola regularly use Firewalk seminars, Glasswalking, or board breaking to motivate and inspire their employee base as well as middle and upper management, thus creating a more productive work environment for all. Many of the world's leading CEO's have embraced the immense power of these events and strolled over the hot coal bed themselves.

3.1.7 Breakout Sessions

In conjunction with the Franchise Leadership center and the many partners who work with us, we have hundreds of break out sessions we can deliver from one hour long to a half day. The goal of the breakout sessions is to get the participants to open their minds and widen their horizons to what is possible on any given subject. We aim to have our participants leaving the breakout session, wanting more, and committed to doing more. Some of the subjects we do sessions in are,

Leadership Emotional Intelligence Communication

Team Building Goal Setting Personality Types

Sales training Working the Phone Pushing your Limits

Keeping Employees What is a Manager And Much More

3.1.8 Courses

Because one of the best ways to grow your business and your life is by learning new ideas, we have many courses we can deliver for you. Over the years, we have delivered them live or in Breakout groups or seminars. We are now taking many of our most popular courses and butting them in digital format, so you or your team members can take them anytime they want from anyplace. Please check back often to see what new courses we have developed.

In addition to our wide variety of courses and seminars, we can create new courses for your industry or your Franchise. We can make the learning specific to your specifications and policies. We can host these courses for you and update them as needed. This way, you can keep your staff up to date and fully educated on all of your policies and procedures. We can also build onboarding courses that can save you thousands and, in some cares, tens of thousands of dollars each year.

Please contact us for more information.

4.1 Services for Franchisees

Franchise Leadership Center started with the Franchisee as our main customer. FLC is committed to working with and helping Franchisees grow their business and help them navigate through the daily challenges that all Franchisees come across. We also help Franchisees on some of the more significant challenges they find them selfs navigating, such as leadership and Franchisor relations. If you don't see what you are looking for on our list of services, please let us know what you are looking for. Chances are we have dealt with it in the past, and we can help you.

Here are some of the services we have at the tip of our fingers.

**Learning and Courses**

We have many courses we teach in seminar format and we are now just putting them on our website. As well we can create training programs for your team members specifically for your organization. 

**Key Note Speaking**

We use Arawrd winning speakers who can help motivate, inspire and change the way we think about our businesses and ourselves. Our clients are always amazed at the positive response our speakers receive. 

**Franchise Summits**

We plan weekend to week long summits to help organizations grow and build relationships. We have many summits we have delivered and we can also create spasific summits you may need.



**Coaching**

We use trained and certified coaches to help you with your business challenges to your personal struggles to help you find the questions and answers you need. 

**Franchisee Forums**

A Peer to Peer Group. A place a franchisee can come to learn, grow and solve the most pressing challenges in your organization. Never Feel alone again. 

**Consulting**

Our consulting specializes in many areas such as, leadership, team building, strategic planning, succession planning, emotional intelligence, relationship building

**Any Challenges or Needs You Have**

We are able to help you with any thing you may need. We have many years experience working with businesses and Franchise organization. We also have extensive list of partners we work with to help you give you exactly what you need for your organization.

We also have many assessments we work with such as DiSC, Emotional Intelligence Assessments, Myers Briggs and much more.

Please ask us if there is anything else you need, and we will find a way to serve your organization.



5.1 Services for Franchisors

At the Franchise Leadership center, we love to work with Franchisors. Many Franchisors will not take the time to work on their relationships or what can strengthen their organization. When we find a Franchisor that would like to focus on the organization, we are here to help. We have helped Franchisors strengthen the relationships with their Franchisees at a fraction of the cost to the Franchisor compared to what happens when that relationship is not healthy. We help Franchisors with events, training, and systems that will help them be more organized and customer focused.

Our Franchisor forums are unique, and we are the only organization in the world that has set up Peer to Peer Franchisor Forums. This allows Franchisors to work with other noncompeting organizations to share the best practices in franchising and to help you through the challenges all franchisors deal with.

If you don't see what you are looking for on our list of services, please let us know what you are looking for. Chances are we have dealt with it in the past, and we can help you.

Here are some of the services we have at the tip of our fingers.

**Franchise Conventions**

We can be a small part of your convention or we can plan the whole thing depending on your needs. From Keynotes to breakout sessions to planning and travel coordination. 

**Key Note Speaking**

We use Award winning speakers who can help motivate, inspire and change the way we think about our businesses and ourselves. Our clients are always amazed at the positive response our speakers recive. 

**Franchise Summits**

We plan weekend to week long summits to help organizations grow and build relationships. We have many summits we have delivered and we can also create specific summits you may need. 

**Coaching**

We use trained and certified coaches to help you with your business challenges to your personal struggles to help you find the questions and answers you need. 

**Franchisor Forums**

A Peer to Peer Group. A place a franchisor can come to learn, grow and solve the most pressing challenges in your organization. All Leaders in their industries.

**Consulting**

Our consulting specializes in many areas such as, leadership, team building, strategic planning, succession planning, emotional intelligence, relationship building



**Breakout Sessions**

We have developed many breakout sessions. They are built to keep people inspired and thinking about many given subjects. Our goal is to push the participants to their edge so they can learn and start to change. 

**Learning and Courses**

We have many courses we teach in seminar format and we are now just putting them on our website. As well we can create training programs for your team members specifically for your organization. 

**Any Challenges or Needs You Have**

We are able to help you with any thing you may need. We have many years experience working with businesses and Franchise organization. We also have an extensive list of partner we work with to help you give you exactly what you need for your organization.

We also have many assessments we work with such as DiSC, Emotional Intelligence Assessments, Myers Briggs and much more.

Please ask us if there is anything else you need and we will find a way to serve your organization.



6.1 Blog, Vlog, and Shows

This is new information we are posting as a resource for all Franchisors and Franchisees; please check back often. If you would like to receive our newsletter, please fill out our newsletter request, we will not send you out ant information more then two times a month.

6.1.1 Written Blog

6.1.2 Video Blog

6.1.3 FLC Show (hidden now)

7.1 Events

If we have upcoming events such as live seminars or webinars, you will be able to find them here. We also speak at franchise shows and business expos, and we will do our best to post that information here. Please come back often. If you would like our newsletter sent to you each month, please fill in the Newsletter request form below. We look forward to seeing you at one of our events or at a public event in the future.

Put inquiry form here and a newsletter inquiry form here.

8.1 Courses

At the Franchise Leadership Center, we know that the secret to success is not simple, and it encompasses many necessary elements, none of them more important than education. We work hard to help our Franchisors and Franchisees stay up on the latest trends affecting the market. As well we help our franchise organization with the tried and trusted training in Leadership, Customer Service, Teamwork, Building successful Relationships, Emotional Intelligence and much more. Learn best practices for hiring employees and keeping them, or learn how build an onboarding program that will work great for your organization. We can help you obtain the knowledge you need.

We also build individual courses on processes and procedures with in your organization. If you would like us to build your training videos, please contact us. We can host them, keep them secure and send you monthly reports on progress. We can do this all from our organization. If you would like us to build a course for your organization contact us on this form

8.1.1 Course 1