



Franship provides franchisees and franchisors the opportunity to share best practices along with strategic positioning and advice from some of franchising's premier leaders.

Celebrating more than 60 years of excellence in education and advocacy, the International Franchise Association (IFA) is the world's oldest and largest organization representing franchising worldwide. IFA delivers best-in-class government relations, research, professional development, and networking programs to protect, enhance, and promote franchising.

Franship—the IFA mentoring program—capitalizes on the depth and breadth of knowledge in the IFA network. The program pairs early career and emerging franchisors and franchisees with experienced industry veterans for mentoring relationships that catalyze dynamic personal growth.

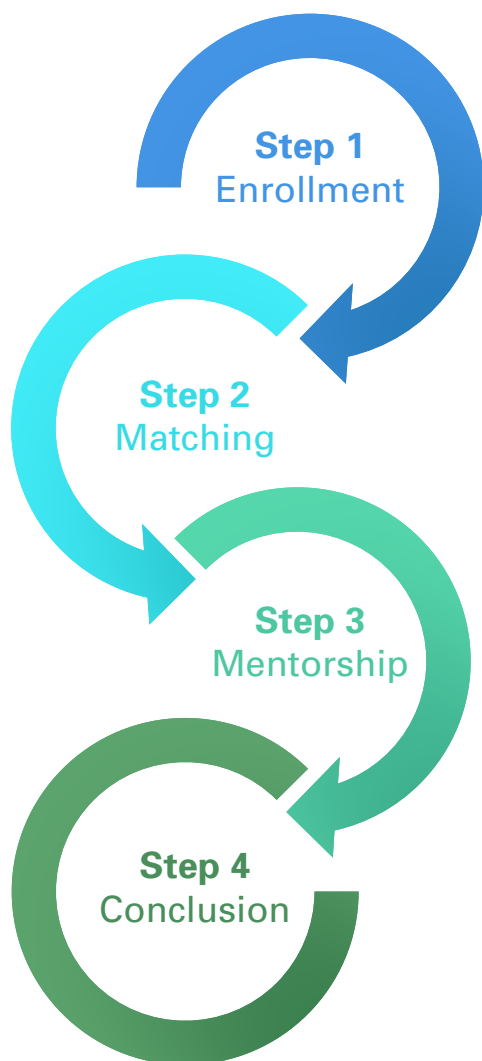
"One of the greatest gifts anyone can give is the sharing of their time and knowledge. The mentors of Franship are committed to helping fellow IFA members grow both personally as well as professionally within the franchising industry. We will strive to bring together the experiences of yesterday with the needs of today."

*– John Rotche, CFE,
Founder, Managing
Director, CEO,
Franworth*

"When I found out about the franship program, I immediately joined IFA.

I've built a great business in the insurance and tax space, but I'm new to franchising. Franship has made a big difference in my personal growth and franchising knowledge."

- Aamer Rehman, Sales Leader, Primera Insurance & Tax Services



Step 1 Enrollment

- ▶ Mentors/mentees complete enrollment form
- ▶ Provide bio and photo
- ▶ Submit data to Franship

Step 2 Matching

- ▶ Committee review of mentee's application
- ▶ Verify with mentor ability to work with mentee
- ▶ Assign mentee with mentor
- ▶ Initiate communication between parties via email

Step 3 Mentorship

- ▶ Recommend four meetings over one year period
- ▶ Initial meeting; needs assessment/goal setting
- ▶ Meeting 2: review of needs, obstacles & issues
- ▶ Meeting 3: review of needs, obstacles & issues
- ▶ Final review of accomplishments of goals
- ▶ Discussion on strengths, opportunities & areas of concern
- ▶ Recommend one of the above meetings be face-to-face at IFA event

Step 4 Conclusion

- ▶ Mentor submits quarterly updates to Franship
- ▶ Both mentor and mentee share success stories to Franship for possible publication in *Franchising World*



GET INVOLVED

Apply to the franship program. Visit franchise.org/franship or contact Sydney Konohia at skonohia@franchise.org for details.