

IFA STRATEGIC PLAN

MISSION

Protect, enhance and promote franchising

VISION

The preeminent voice and acknowledged leader for franchising worldwide

STATEMENT OF GUIDING PRINCIPLES

IFA members are committed to improving franchise practices and to enhance franchise relations as outlined in the **Statement of Guiding Principles**

VALUES

Integrity

Infusing high ethical standards into all efforts

Respect

Showing thoughtful consideration for all members, staff and others with whom we work

Trust

Faithfully fulfilling our responsibilities to members

Excellence

Delivering high-quality content and programs that propel franchising forward

Diversity

Embracing the diversity of individuals, ideas and perspectives

STRATEGIC PRIORITIES

Advocacy: Influence & Awareness

Goal: *Identify and manage risks to the franchise model*

- Prioritize issues of greatest impact on sustaining and evolving franchising.
- Increase and optimize a strong political strategy at the federal, state and local levels.
- Grow the Franchise Action Network through franchisee, franchisor and supplier engagement.
- Advance a positive image of franchising to external audiences, including franchise business employees and prospective franchisees, about the importance of franchising to the global, national, state and local economies.

Growth: Sustainable Franchise Business Growth

Goal: *Foster consistent and sustainable franchise systems*

- Enhance the franchise business model performance for franchisors, franchisees and suppliers.
- Support international expansion of franchising.
- Promote franchising's broad and diverse opportunities to the public, franchisees and franchisors, including the next generation of franchise leaders.

Performance: Economic and Organizational Performance

Goal: *Enhance the member value proposition*

- Deliver value to IFA members through programs and services that anticipates and meets their needs.
- Grow and diversify sustainable sources of revenues.
- Establish and sustain an organizational culture necessary to achieve IFA's goals.