



# Certified Franchise Executive™ (CFE) Program

# Getting Started Guide

## CONGRATULATIONS ON STARTING YOUR CFE JOURNEY!

As the world's largest membership organization for franchisors, franchisees, and franchise suppliers, the International Franchise Association (IFA) promotes, protects, and enhances franchising by providing industry- leading events, advocacy, education, and growth opportunities to the franchise community.

Highly regarded and widely recognized as a symbol of leadership and accomplishment throughout the franchise community, the CFE is IFA's flagship certification program. Pursuing and maintaining CFE certification is a commitment to mastering the highest level of skills and knowledge in franchising.

Participants in the Certified Franchise Executive (CFE) program will complete an impressive array of course offerings in business development, franchise management, and leadership to gain insights into franchise strategy and operations. This program is designed to provide information about all phases of franchising to assist emerging organizations that are just starting their journey while helping more established leaders understand how to successfully cultivate a growing enterprise.

As you complete your journey toward CFE designation, please use this guide as a resource for candidate qualifications, program requirements, procedures, and course resources.

## APPLICATION PROCESS

1. Complete the [online CFE application form](#) and submit your application fee through the online portal.

IFA Member: \$475 | Non-member: \$875

*\*The CFE application fee covers administrative and enrollment costs for a three-year period from the date of application.*

**NOTE: Please be sure to add your company/affiliation before submitting your CFE application:**

- Select 'My Affiliations' on left sidebar menu in IFA portal
- Search for company name or select 'Create New Company' if company is not listed
- Select 'Add Affiliation' next to company's name under Search Results

2. Upon confirmation that your application has been processed, and within two business days, you will receive information to access your CFE record online.

*\*Please be sure to provide all information requested on the application because incomplete applications cannot be processed.*

## PROGRAM REQUIREMENTS

After your application has been reviewed and accepted, you will have three years to complete program requirements for certification.

A minimum of **3500 approved CFE credits** are required to qualify for the Certified Franchise Executive (CFE) designation. CFE credits are earned in the following areas:

### Experience (500 credits maximum)

CFE candidates will earn 100 credits for each year of experience gained through work or training experiences in the area of franchising. CFE candidates may earn a maximum of 500 credits for career/work experiences as a franchisor, franchisee, or other franchising professional experience.

*\*If you have completed all other program requirements but lack the required experience credits (example: has 3 years of experience upon completing all other requirements), you may satisfy any missing experience credits by completing additional education or participation credits.*

### Participation (500 credits maximum)

All CFE candidates must attend at least one IFA approved event each year to gain additional peer-to-peer learning and practical franchising experience. CFE candidates may earn a maximum of 500 credits as designed below:

<a href="#">Membership in IFA</a> or membership in other national franchise association recognized by the World Franchise Council (WFC)	100 credits per year – up to 300 credits max
IFA Annual Convention	100 credits
IFA Franchise Action Network Annual Meeting	100 credits
IFA Legal Symposium	100 credits
IFA Franchise Business Network	50 credits per meeting
<a href="#">Women in Franchise Network</a>	50 credits per meeting
<a href="#">IFA Webinars</a> (e.g. WednesdayWise, etc.)	50 credits per webinar
International Franchise Expo (IFE), Franchise Expo South, West Coast Franchise Expo	50 credits per expo

### Education (1900 credits minimum)

Education credits are earned by taking ICFE-approved courses or sessions that cover fundamental skills and knowledge considered essential for a franchise executive. Topics may include, but are not limited to:

- Diversity, Equity & Inclusion
- Economics, Accounting or Financing
- Franchisee Recruitment and Training
- Franchisor/Franchisee Relations

- Franchise Law Regulations
- Human Resource Management
- Management & Operations
- Marketing
- Social Media

\*View [CFE Course Calendar](#) for a list of approved courses, events, and links to register.

CFE credits will be granted to a CFE candidate for CFE-approved courses or seminars up to one year (12 months) prior to the time that the CFE candidate enrolled in the CFE program.

## Mandatory courses for completion of the CFE program:

- IFA Fran-Guard™ program – available via [video-on-demand](#), and at select in-person events listed here: <https://www.franchise.org/events> (required - 300 Fran-Guard credits)
- [Online ICFE final exam](#) (required – 300 Exam credits)

All Candidates who enroll in the Certified Franchise Executive program must successfully complete the CFE Exam and the IFA FRAN-GUARD courses (online) as part of the requirements to receive CFE designation. \*CFE Exam Study Guides are available for purchase by contacting [cfe@franchise.org](mailto:cfe@franchise.org).

## ENROLLING AND REPORTING CREDITS

It is every CFE candidate's personal responsibility to report all credits earned, review credits recorded online and report any discrepancies to the IFA Certification Programs Manager via [cfe@franchise.org](mailto:cfe@franchise.org).

The online training portal with many online course options is available at <https://ifa.tortal.net>.

**\*\*Please note you must create an account before you can register for any courses.**

**The credentials used to access [www.franchise.org](http://www.franchise.org) will not work on the training portals.**

**If you complete a CFE-approved course, or attend a CFE-approved event, please be sure to:**

1. Save the PDF copy of the certificate of completion
2. Log into the online portal at: [member.franchise.org](http://member.franchise.org)
3. Select "My CFE" –
  - Upload the course completion certificate via "Course Documentation Upload" (if education credits)
  - Select '+New Credit' at the top of the page
  - Choose the type of credit you are entering (education, participation, etc.)
  - Enter the course/event/program name and date (include relevant notes, if applicable)

To access online learning resources, please visit IFA's website for [Online CFE Training](#).

## CFE COURSE RESOURCES

There are many franchising courses, events, and webinars offered online and in-person to obtain CFE credits toward certification.

- As you begin your CFE Journey, we suggest you follow the “Getting Started” Pathway.
- *Please click on the links below to access current CFE approved courses and programs*

CFE JOURNEY	
Getting Started Pathway	Number/Type of Credits
<a href="#">IFA Video on Demand Programs</a>	
Franchise Relations in Action	<b>200 Education</b>
Moving from Conflict to Collaboration	<b>200 Education</b>
Executive Insights Series	<b>75 Education (per course)</b>
Best Practices in Franchise Management	<b>75 Education</b>
IFA FRAN-GUARD™ <b>(MANDATORY*)</b> <i>*Offered online or in-person at IFA events.</i>	<b>300 Fran-Guard</b>

### Earn Education and/or Participation Credits at one of our upcoming CFE credit-approved events.

*\*Fran-Guard will be offered at most of the following events (\*Fran-Guard is a mandatory CFE course)*

Date/Location	Event/Registration Link
<b>September 8 – CFE courses</b> Sept. 9-10 Event / Ft. Lauderdale, FL	<a href="#">Franchise Expo South</a>
<b>September 19-21 Event / Washington, DC</b>	<a href="#">Franchise Action Network (FAN) Annual Meeting</a>
<b>October 6 – CFE courses</b> Oct. 7-8 Event / Houston, TX	<a href="#">Franchise Expo Houston</a>
<b>October 18 – CFE course (Fran-Guard only)</b> Oct. 18-20 Event / Atlanta, GA	<a href="#">Franchise Leadership and Development Conference</a>
<b>November 2 – CFE courses</b> Nov. 2-4 Event / Nashville, TN	<a href="#">Emerging Franchisor Conference</a>

## Additional CFE approved courses and programs:

Credit Description	Number/Type of Credits
<a href="#"><u>IFA Webinar Series</u></a>	50 Participation each
<a href="#"><u>Franchise University</u></a>	
ICFE Final Exam (MANDATORY – ONLINE ONLY)	300 Exam
Comprehensive Franchise Services – 7 courses	150 Education
Recruiting and Hiring	150 Education
Performance Management	150 Education
Coaching	150 Education
Succession Planning	150 Education
Mastering Cross Generational Communications	100 Education
IFA Franchise Toolkit	100 Education
Effective Conflict Resolution	100 Education
Franchising 101 – 4 courses	100 Education
Profit Mastery Series Modules 1-6	50 Education each (Bonus 100 for full series)
ICFE Values, Ethics and Culture in Franchising	25 Education
ICFE What is Franchising	25 Education
<a href="#"><u>University of Louisville</u></a> – Online Franchise Management Certificate Bootcamp	
6-week program - 6 courses/one course per week	250 Education per course
<a href="#"><u>Georgetown University</u></a> - Certificate in Franchise Management – 2 courses within a 2-year period – <i>Each course requires online and in-person classroom attendance</i>	
Fundamentals of the Franchise Model	675 Education
Franchise Management Theory & Practice	675 Education
<a href="#"><u>ProfitSoup Online</u></a>	
5 Series of courses and 6 individual courses	Various Education credits
<a href="#"><u>Titus Center for Franchising</u></a>	Various Education credits
<a href="#"><u>FranNet Webinars</u></a>	50 Participation each
IFA Franchise Business Network meetings	50 Participation each
Women Franchising Network Meetings	50 Participation each
<a href="#"><u>IFPG Webinars</u></a>	50 Participation each

## STAY CONNECTED

As we refresh the CFE program, we'll be announcing upcoming changes, new courses, and programs, so be sure to stay connected as we go through this journey together!

There are many ways to stay connected and involved throughout your CFE journey and once you've earned your CFE designation.

- [Follow Official CFE LinkedIn Page](#)
- [Stay up to date with our current course calendar.](#)
- Read our monthly CFE newsletter.
- Join Welcome Webinar for New CFE Candidates (registration in CFE newsletter).
- Join Quarterly CFE Connect (registration in CFE newsletter).
- Volunteer to write a blog post, write an article for the CFE newsletter, or write/film a video testimonial of your CFE experience – To get involved, contact [cfe@franchise.org](mailto:cfe@franchise.org).
- Visit the website often for updates: [franchise.org/certification](http://franchise.org/certification).

**Questions?** Contact us at [cfe@franchise.org](mailto:cfe@franchise.org).