#IFA2017
CONVENTION
JANUARY 29-FEBRUARY 1 | MANDALAY BAY | LAS VEGAS, NV
WELCOME

Building an Effective Training Program for your Franchise System
# Todays Goal

Identify top 3 nuggets to take back and implement

|-------------------------|-----------------------------|-------------------------------|--------------------------|

**MEASURING EFFECTIVENESS**
<table>
<thead>
<tr>
<th>PHONE</th>
<th>QUESTIONS/MICROPHONE</th>
<th>SURVEY</th>
<th>LAUGHTER &amp; APPLAUSE</th>
</tr>
</thead>
</table>
# Your Panel of Experts

<table>
<thead>
<tr>
<th>Steve White</th>
<th>Cordell Riley</th>
<th>Steve Hockett</th>
<th>Nancy Bigley</th>
</tr>
</thead>
<tbody>
<tr>
<td>President/COO</td>
<td>President</td>
<td>President</td>
<td>CEO</td>
</tr>
<tr>
<td>Puroclean</td>
<td>Tortal Training</td>
<td>Great Clips</td>
<td>Bottle &amp; Bottega</td>
</tr>
<tr>
<td>235 locations</td>
<td>100+ brands</td>
<td>4,090 locations</td>
<td>Your Moderator</td>
</tr>
</tbody>
</table>
# Top Lessons

**Steve White**

1. Align training with top goals. Evaluate best training method and use multiple times.
2. Prioritize training based on goals and generating franchisee revenue.
3. Never assume the success of your training. Ask your franchisees if they understand it (or even saw it).

**Cordell Riley**

1. Start with the end in mind.
2. Don’t try to cover everything.
3. Make training Fun.

**Steve Hockett**

1. Be willing to modify training as necessary to keep it vibrant and current.
2. If your franchise system is growing/evolving, training never ends.
3. Treat all franchisees equally – identical expectations for training regardless of background.
Please Complete Survey...

Steve White  
President/COO  
Puroclean

Cordell Riley  
President  
Tortal Training

Steve Hockett  
President  
Great Clips

Nancy Bigley  
CEO  
Bottle & Bottega

Your Moderator

THANK YOU!!