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.