Using the Internet to Facilitate Effective Communications

Keith Gerson
President/COO
PuroSystems, Inc.
The Two Most Critical Keys to Effective Leadership

• Trust & confidence in top leadership
  – Single most reliable prediction of employee/franchisee satisfaction

• Effective communication leadership
  – 98% of conflicts…

• Key point…
Objectives of my presentation

• To instruct on enhancing effective communications through your company’s website

• Demonstrate the role of the Advisory Council in ensuring proper & supportive dissemination of information
Franchisee Attitudes & Perceptions

• Recent franchise survey had great results in terms of franchise model, but validations were lacking across the board in communications from HQ
What Has Created This Challenge?

• Puroclean’s rapid growth has made it more difficult for franchisees & their employees to gain direct access to executives
• Lack of formal communication from HQ leaves franchisees to draw own conclusions
• How have we chosen to leverage our limited size and direct contact?
  – Framework for relevant information
  – Stable interaction system
How to win franchisee and organizations trust & confidence

• Help franchisees understand the company’s overall business strategy
• Help franchisees understand how they contribute to achieving key business objectives
• Sharing information with franchisees on how organization is doing and how they are doing relative to strategic business objectives
How to win franchisee and organizations trust & confidence

• Sophisticate & simplify with technology
• Line of Sight & MBO
  • The Presidents Blog
  • ZeeWise
  • Success Factors
Line of Sight Weekly Blog

• Helps franchisees understand the company’s overall business strategy
• Helps franchisees understand how they contribute to achieving key business objectives
Welcome Franchisee

PUROCLEAN FRANCHISEE CENTER

CLICK HERE to read the latest addition to "Line of Sight", Keith Gerson's vision for PuroSystems and their franchisees.

Announcing new pricing structure of Puro Equipment & Products! Click Here to read more. Updated 01/13/07
Forward Momentum

Keith Gerson
Feb 4th, 2007

Dear Purofirst and Puroclean Franchisees;

It was my pleasure to host and facilitate our first meeting of the NLC on 1/25/07 and 1/26/07 at the Marriott Hotel (Heron Bay) in Coral Springs, Florida. With a 100% turn out of our newly appointed NLC Members, we embarked on a very challenging journey that began with the first step of defining the Vision Statement for our organization. After reviewing information including industry benchmark studies, hearing from Bill Bruders, CEO of Dri-Eaz, reviewing franchisee surveys, the President’s take on challenges & opportunities etc., we had a fairly good idea of the strengths and weaknesses of the organization and several opportunities surfaced. Frankly, it will take us 2-3 months to complete the total planning process - but out of this discipline will emerge a published plan of action. Meeting minutes were captured and will be sent out to NLC Members later this week, and a recap will be posted online for all franchisees to review.
Centralized database allows for clearly communicated status

- Franchise Performance Management Suite, including
  - Aggregated metrics
  - Key performance indicators (dashboard & by location)
  - Royalty collections & tracking
  - Franchisee to franchisee benchmarking
  - Marketing
  - Compliance
  - 3rd party demographics (i.e. “weather”)
  - Interfaces with Quick Books
  - Call center management
Success Factors

- Establishment of method for integrating goal setting, performance tracking, performance appraisals & compensation management
  - Performance Management
  - Goal Management
  - Talent & Succession Management
  - Analytics & Reporting
  - Career & Development Planning
  - Competency Management
  - Learning Management
  - 360-Degree Review
  - Compensation Planning
  - Recruiting Management
  - Employee Survey
  - Employee Profile
## PERSONAL GOAL PLAN

### Goals

<table>
<thead>
<tr>
<th>#</th>
<th>Goal Name*</th>
<th>Goal Description</th>
<th>Due Date</th>
<th>Status</th>
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</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Increase Services Revenue by $400K</td>
<td>Increase the revenue collected for services from new and existing accounts by $400K. Martin Clements is behind schedule. Everyone else is on track.</td>
<td>12/31/2006</td>
<td>Behind</td>
</tr>
<tr>
<td>1.2</td>
<td>Increase Referencability of Customer in my Territory</td>
<td>Increase referencability of customers in my territory as demonstrated by development of customer references and testimonials.</td>
<td>12/31/2006</td>
<td>On Track</td>
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<tr>
<td>1.3</td>
<td>Develop Consistent Process for Lead Management</td>
<td></td>
<td>12/31/2006</td>
<td>Postponed</td>
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<tr>
<td>1.4</td>
<td>Attend Key Financial Services Industry / Information Technology Conferences</td>
<td>Attend conferences in the key Financial Services and Information Technology segments. Deliver presentations and conduct small group sessions where possible.</td>
<td>12/31/2006</td>
<td>Completed</td>
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### [John Baker]

Identify new revenue streams

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### [Martin Clements]

Increase Services Revenue by $100K

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### [Ernest White]

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### [Jennifer Woodard]

Increase Services Revenue by $100K

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### [Julie Wilson]

Increase Services Revenue by $100K

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### GOAL ALIGNMENT TO OTHERS
### 360 Degree / Multi-Rater for Martin Clements

**360 Hidden Strengths Report**

**Analysis for:** Martin Clements  
**Review Period:**

<table>
<thead>
<tr>
<th>Competency Section</th>
<th>Self</th>
<th>All Others</th>
<th>Gap</th>
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<tbody>
<tr>
<td>Customer Focus</td>
<td>3.00</td>
<td>4.00</td>
<td>1.00</td>
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**Hidden Strengths**

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<th>All Others</th>
<th>Gap</th>
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<tbody>
<tr>
<td>Listening Skills</td>
<td>5.00</td>
<td>3.25</td>
<td>-1.75</td>
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<td>Communication</td>
<td>4.00</td>
<td>3.70</td>
<td>-0.30</td>
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### Pick and Choose Gap Analysis between different Reviewers

<table>
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<th>Overall Rating</th>
<th>Self</th>
<th>All Others</th>
<th>Gap</th>
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<tbody>
<tr>
<td>3.82 (3)</td>
<td>4.00</td>
<td>-0.17</td>
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<table>
<thead>
<tr>
<th>Competency Section</th>
<th>Self (1)</th>
<th>All but Self (4)</th>
<th>Gap</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account Management</td>
<td>4.00 (3)</td>
<td>4.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Communication</td>
<td>3.33 (3)</td>
<td>4.00</td>
<td>-0.67</td>
</tr>
</tbody>
</table>

- **Direct Report (2)**
- **Peers (1)**
- **Manager (1)**
- **Self (1)**
- **All but Self (4)**
- **All (5)**

- **Expected Rating**

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*Competency Section*

- **Account Management**
  - Expands sales within existing accounts, focuses on customer service, develops relationships with key decision makers, understands and responds to customer needs, tracks and monitors account activity.

- **Communication**
  - Communicates well both verbally and in writing, creates accurate and punctual reports, delivers presentations, shares information and ideas with others, has good listening skills.
Franchise Advisory Council
Contributes to Positive Communications

- Serves in advisory capacity
- Ten (10) selected franchisees
  - expertise
  - appropriate blend of markets, business volumes & skill sets are present
- Collaborates on development & tracking of strategic plan
- Feedback, concerns, input on marketing programs, etc.
- Offer recommendations for the improvement of the franchise network generally.
- Grassroots support!
  - highly collaborative
  - contributes to balanced participation & active engagement in representing and communicating with their constituents.
NLC

NETWORK LEADERSHIP COUNCIL

NLC Members Contact Information - See attached PDF file

NLC Guidelines - See attached PDF file

NLC Meeting/January 2007 - See attached PDF file
THURSDAY'S OPENING COMMENTS

Keith Gerson: Welcome to the first Network Leadership Council meeting. My franchising background has taught me the importance of collaborating with franchisees - some of the greatest systems, programs and products have come from franchisees. I'll be disappointed if we don't have a degree of head butting and flaring tempers. This can be a good thing! Anyone who has read the “Five Dysfunctions of a Team” know that a good meeting can be every bit as exciting as a top motion picture—conflict/resolution.

I've just got back from a meeting with four Purofirsts in Allentown, PA. Can we meld the two organizations into one cohesive council? Do you think our 2 different organizations will have more or less in common?

Dan Clark: I see movement toward bringing the group together.

Keith Gerson: We have a lot to accomplish on behalf of the organization. This will be the ultimate growth group.

Reviewed agenda for the day, and facilitated introductions. Housekeeping - Keith Gerson presented $150 PuroSystems Visa Debit Card to offset travel-related inconveniences to each NLC franchise member (Will Southcombe and Troy Feichter are our resources for information on the Debit Card Program). Keith asked everyone to introduce themselves, how long they have been with company, what division, what location, and something exciting professionally and personally that has happened to them within last 2 weeks:
Thank You.