



## What's In It For Me

Here's why you should consider becoming a Certified Franchise Executive (CFE):

- Being a CFE equips you with the knowledge, skills and networks to succeed and excel in my role as a franchise business owner. The CFE Program boasts an impressive syllabus of curriculum designed to grow and manage my business and anticipate the challenges and opportunities that accompany running a small business. The CFE program leads to greater success both personally and professionally.
- Education is the bedrock of any worthwhile endeavor. We all know that to grow our businesses, and hone our professional skills, we must continue to learn and listen over the course of our careers. The CFE Program offers unsurpassed curriculum, and there are a number of intuitive and useful ways to access CFE education programs and a variety of platforms to engage with. And CFE is always expanding and innovating – especially with events like Special Sessions at the IFA Convention. The CFE Program offers myriad ways to connect, network, and engage in real-time with other franchise executives, business-owners, and innovators.
- The CFE program means the continued health, vitality, and success of the franchise business model and system. Creating a community of smart, savvy, and engaged franchise professionals results in franchised businesses that can better serve customers, grow, and build on best practices and innovations in the industry. In becoming a CFE, you are contributing to bettering the wider industry through education, career advancement, and professional development with colleagues and peers.
- Being a CFE equips you with the knowledge, skills and networks to succeed and excel in your role as a franchise business owner. The CFE Program boasts an impressive syllabus of curriculum designed to grow and manage your business and anticipate the challenges and opportunities that accompany running a small business. The CFE program leads to greater success both personally and professionally.

Don't wait - start your path towards certification by visiting [www.franchise.org/cfe](http://www.franchise.org/cfe) or contacting Rose DuPont, Director, Certification Program Development - [rdupont@franchise.org](mailto:rdupont@franchise.org)