



2025 IFA CONVENTION

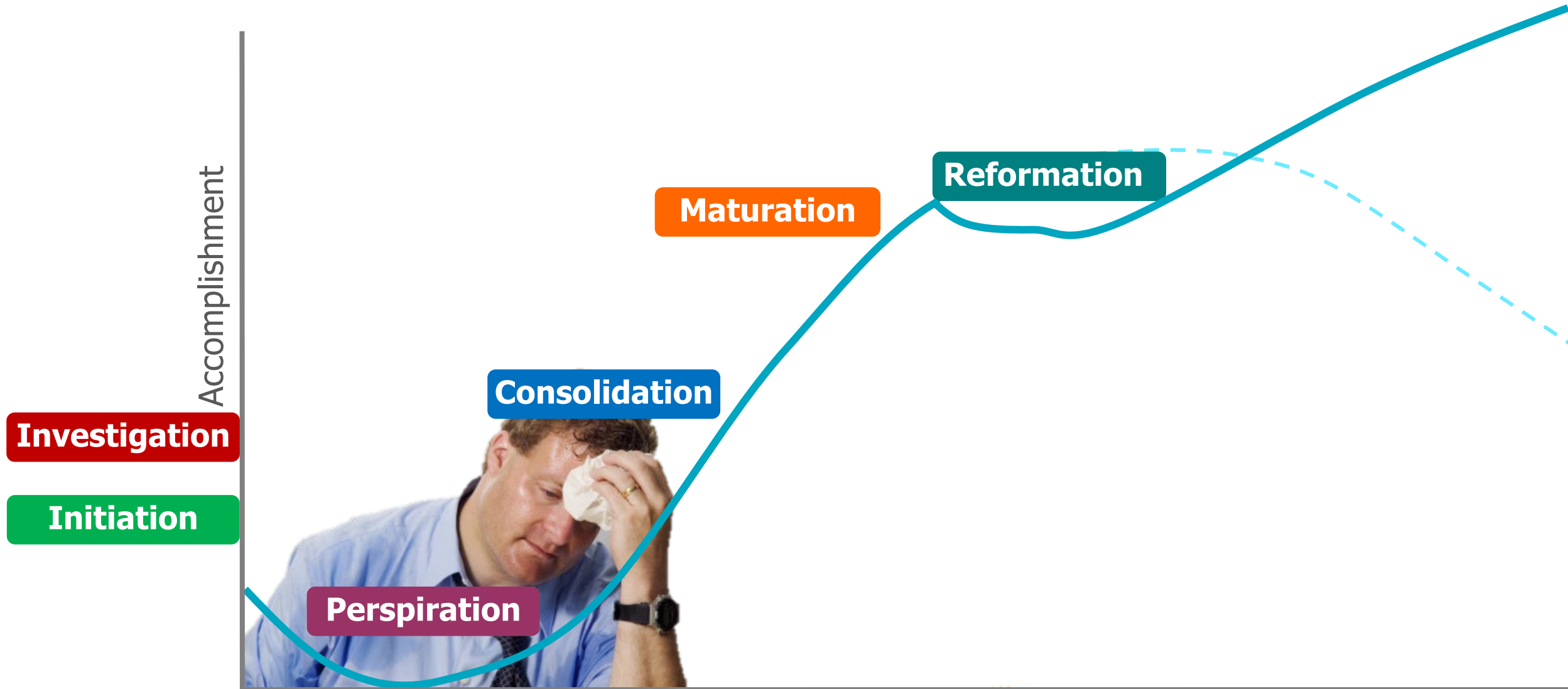
LAS VEGAS, NV | FEB. 10-13

TEAM
FRANCHISING

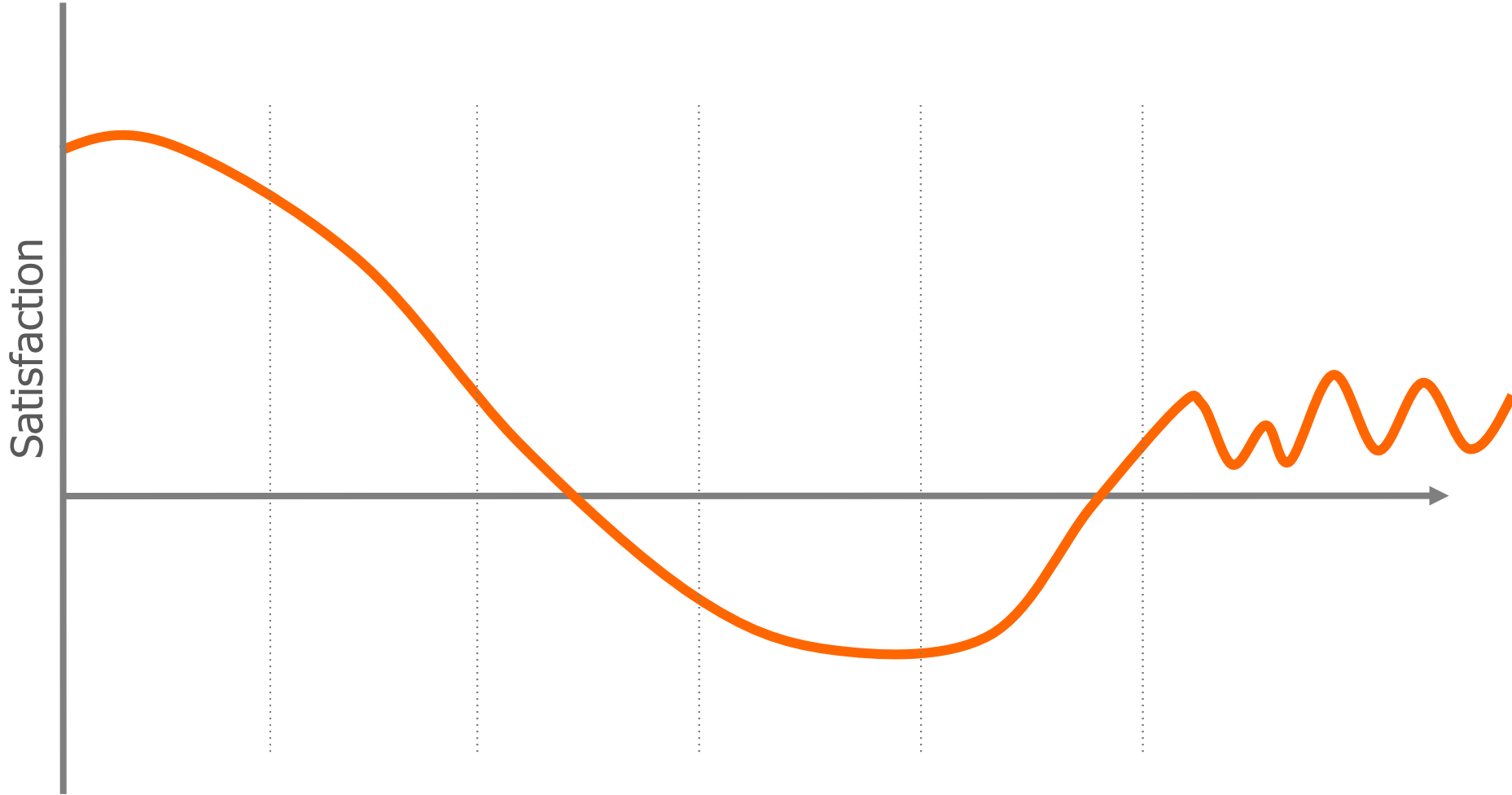
Understanding the Stages of the Franchise Relationship

What Franchisors and Franchisees
Need to Know Now!

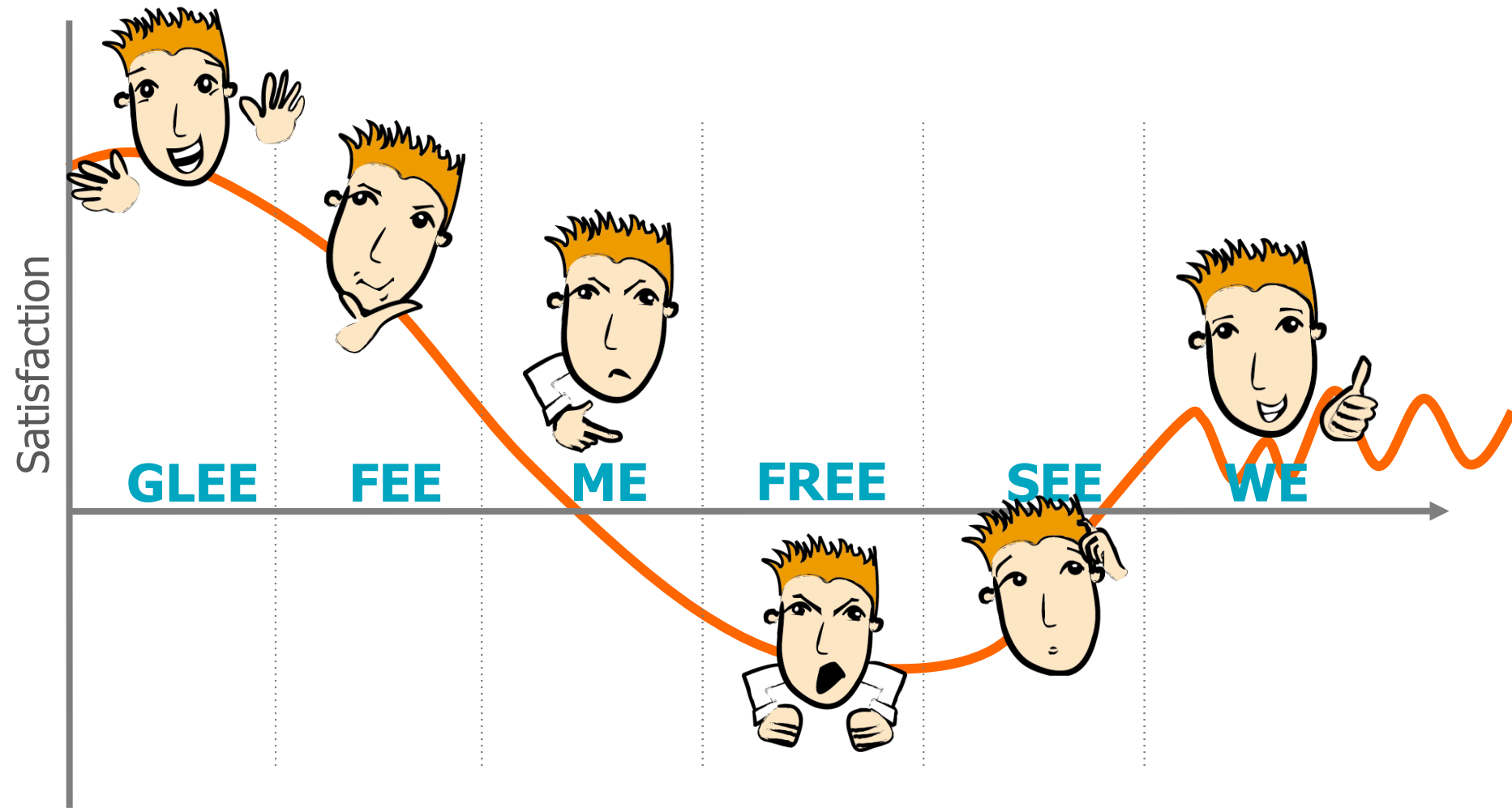
The Business Journey



The Emotional Journey

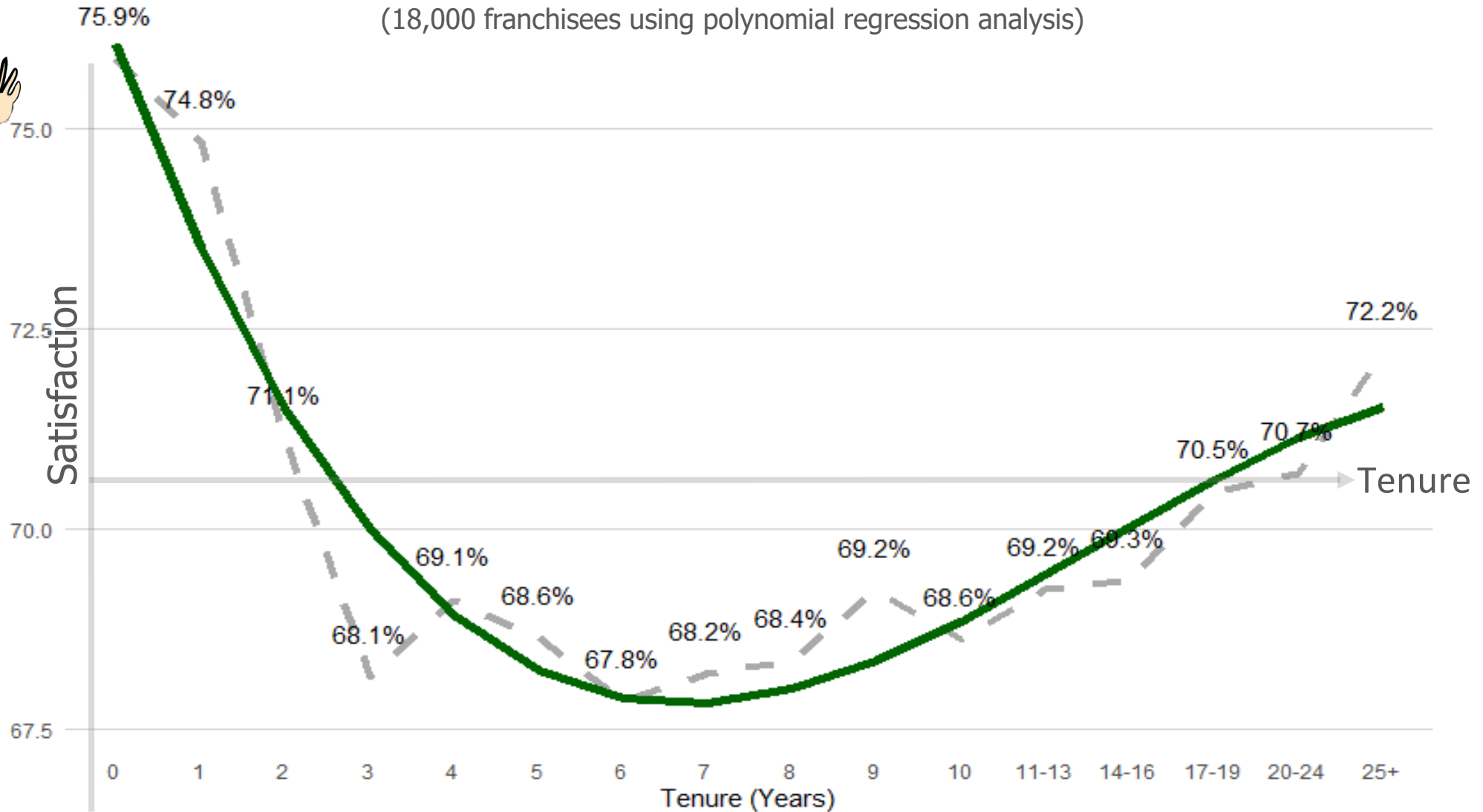


The Franchise E-Factor

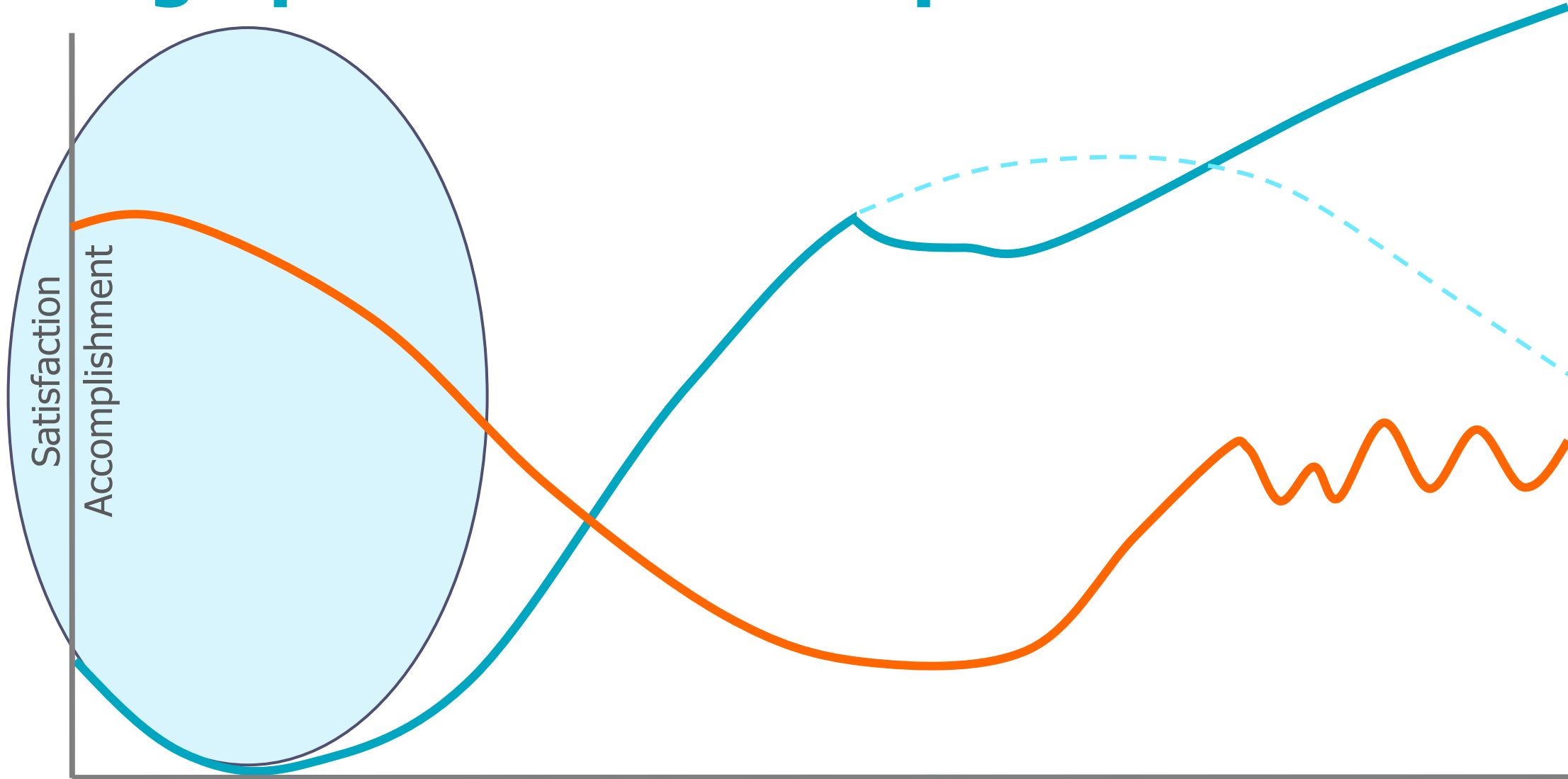


Franchisee Satisfaction by Tenure

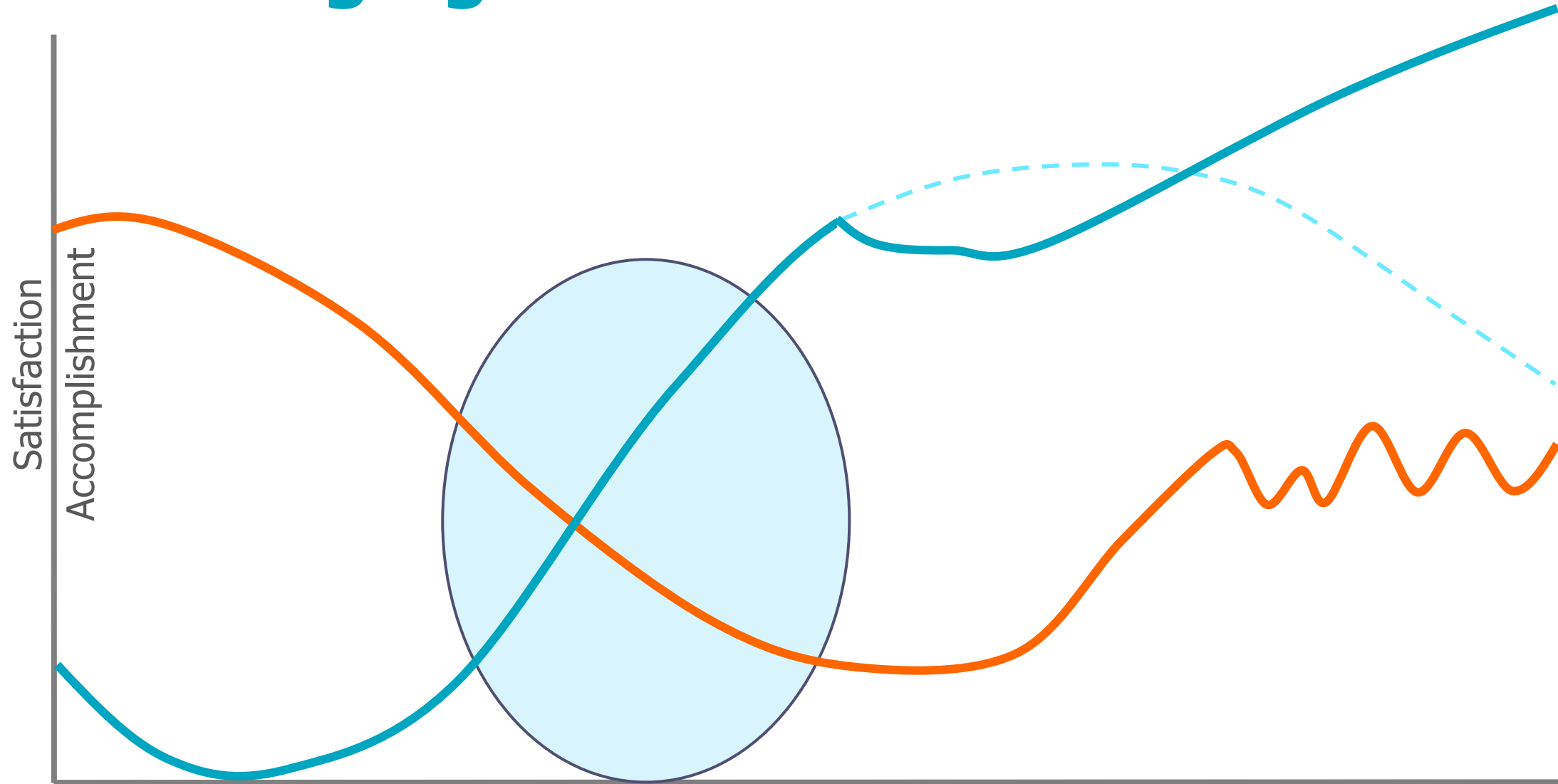
(18,000 franchisees using polynomial regression analysis)



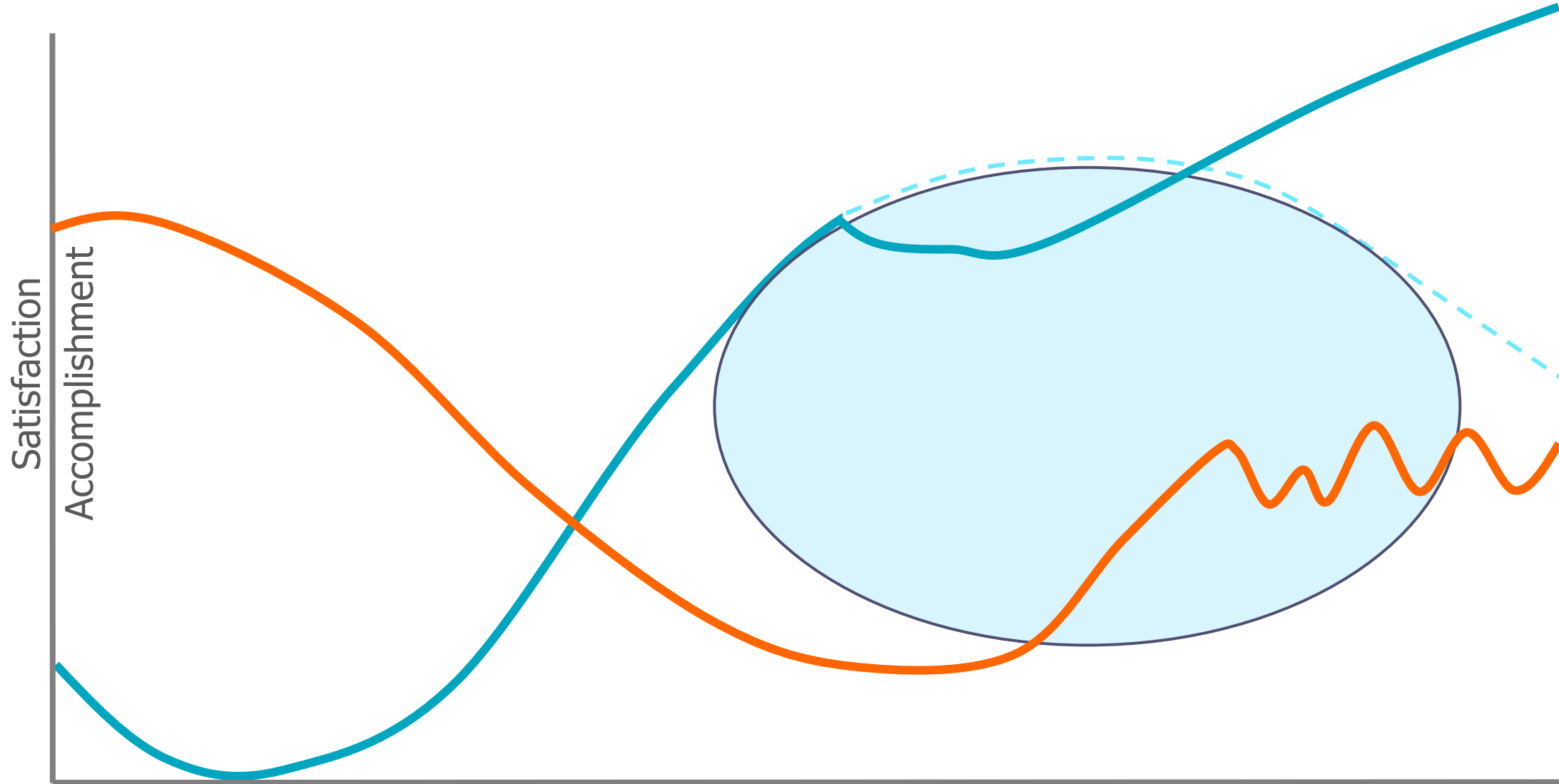
Setting up the Relationship for Success



Managing Creative Tensions



Encouraging Collaboration



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