

# 2025 IFA CONVENTION

LAS VEGAS, NV | FEB. 10-13

TEAM  
FRANCHISING

# Leadership Leverage

Doing What is Yours to do



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# DOING WHAT'S THEIRS TO DO



## DEVELOPING EMPOWERED LEADERS

1. Reflect on how your managers or leaders spend their time. Are they doing their role? If not, what are they doing?

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2. Why do you believe your managers are not forward thinking or growth-minded? What might be the perceived barriers? What organizational expectations or "status quo" is keeping them from taking risks?

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3. What would you like them to be doing? Where would you like them to spend more time?

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4. What are some ways you can develop or support your leaders to shift behavior and mindset? What resources or training is needed?

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5. What incentives or programs might help your leaders take more initiative, become more self-sufficient or be more growth minded?

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# Developing Managers to Lead

- Create Self-Sufficient Teams
- Develop your managers to focus on growing your business
- Celebrate initiative and risk-taking







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## BUILD TRUST AND CREATE ENGAGEMENT

1. When you visit your units, how can you encourage managers to take initiative? How can you celebrate managers who are leading vs doing?

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2. How might you adjust your messaging to encourage managers and leaders to take risks?

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3. How can your organization use social media to celebrate your frontline leaders?

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4. What is your story to tell? How might you show vulnerability and build trust with your frontline teams?

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# Paul Pickett, CFE

Chief Development Officer-EVP of  
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# How Are You Leading?

- Are you reacting or proacting?
- Are you building dependency or self-sufficiency?
- When do you watch film?
- How much time do you spend on the future?
- Are you inspiring?



## A SELF-AUDIT OF YOU AND YOUR ROLE

1. Define your role. Write down a short job description for yourself. What are your main responsibilities? What should be your focus (setting the vision, strategic planning, development)?

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2. Reflect on a typical day. What activities take up most of your time? Which activities are not a part of your role? Are the activities proactive or reactive?

Daily Tasks	Proactive or Reactive?	Part of your role?

3. Reflecting on how you spend your time, what if anything is keeping you from doing your role? Why?

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4. How much time to do you spend on analyzing the past versus planning the future?

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5. Based on these insights, what are you doing to do differently? How will you spend your time differently?

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# DOING WHAT'S YOURS TO DO





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