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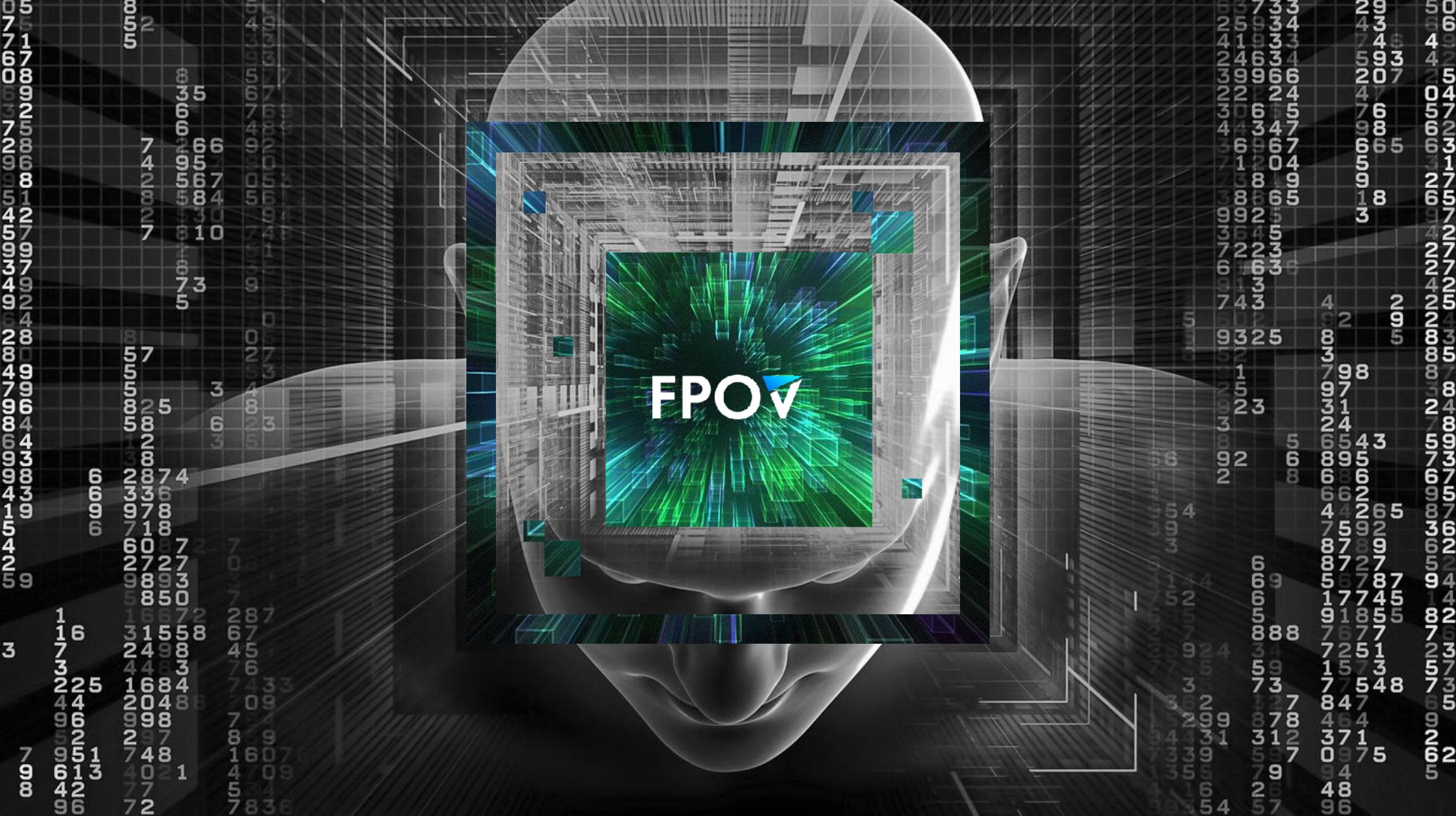
TECH SAVVY LEADERSHIP: HOW FORWARD LOOKING FRANCHISE EXECUTIVES DRIVE RESULTS



Scott Klososky
Founder
Future Point of View



Rob Goggins, CFE
President & CEO
Great Clips, Inc.



FPOV

1 - Tech-Savvy Leadership:
How Forward-Looking
Franchise Executives Drive
Results

2 - AI & Human Co-Working:
Real-Time Collaboration
Between Machines and Field
Teams

**3 - The Automation
Advantage:** Reducing
Manual Work and Maximizing
Franchise Value

4 - Data Activation: From
Insights to Action Across the
Franchise System

FPOV



Future Point of  View

TECH-SAVVY LEADERSHIP:

**HOW FORWARD-LOOKING
FRANCHISE EXECUTIVES
DRIVE RESULTS**

HISTORICAL LEADERSHIP EVOLUTION

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Leadership Skill Evolution Recap

- **Early 20th century:** Control + efficiency.
- **Mid 20th century:** Organization + brand stewardship.
- **Late 20th century:** Technology adoption + rapid change management.
- **Early 21st century:** Agility + automation + diversity + ethical responsibility.

The AI era? Workforce amplification + hyper innovation & automation





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Leadership

As a franchisee or leader, what do you think you have to do personally to make good decisions in this AI wave?

Questions for Rob Goggins - Great Clip

Leadership Questions for Rob Goggins - Great Clips

As a franchisor leader, what do you think you have to do personally to make good decisions in this AI wave?

How do you feel about the AI risk reward investments and decisions that will need to be made the next few years?

Leadership Questions for Rob Goggins - Great Clips

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On a scale of one to ten, how aggressive should leaders in the franchise industry be with AI tools?

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Do you think it will be difficult for long time leaders to adjust to a world where technology can automate half of what humans are doing in franchise operations today?

On a scale of one to ten, how aggressive should leaders in the franchise industry be with AI tools?

What is your best advice for franchising leaders as the face the AI & Robotics era?

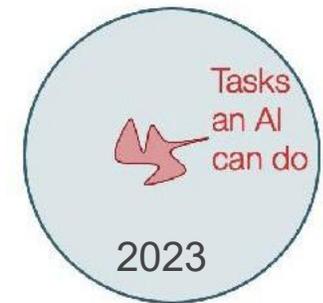
AI Progression

"The AI is a fun toy."

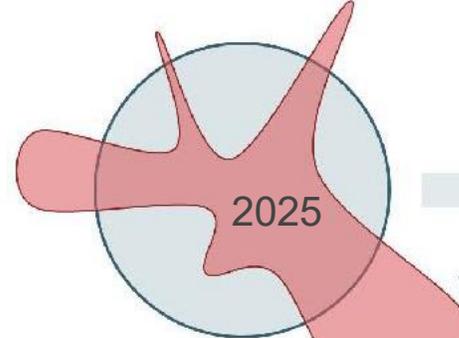
"The AI is helping me in some tasks."

"The AI has a jagged frontier, sometimes it's amazing, sometimes it's dumb."

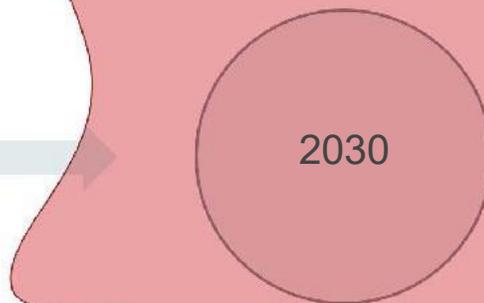
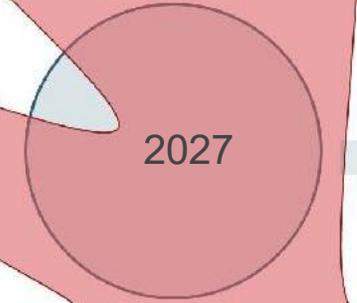
"The AI is unbelievably intelligent but for some reason it fails at X."



Tasks of a human job



We are here



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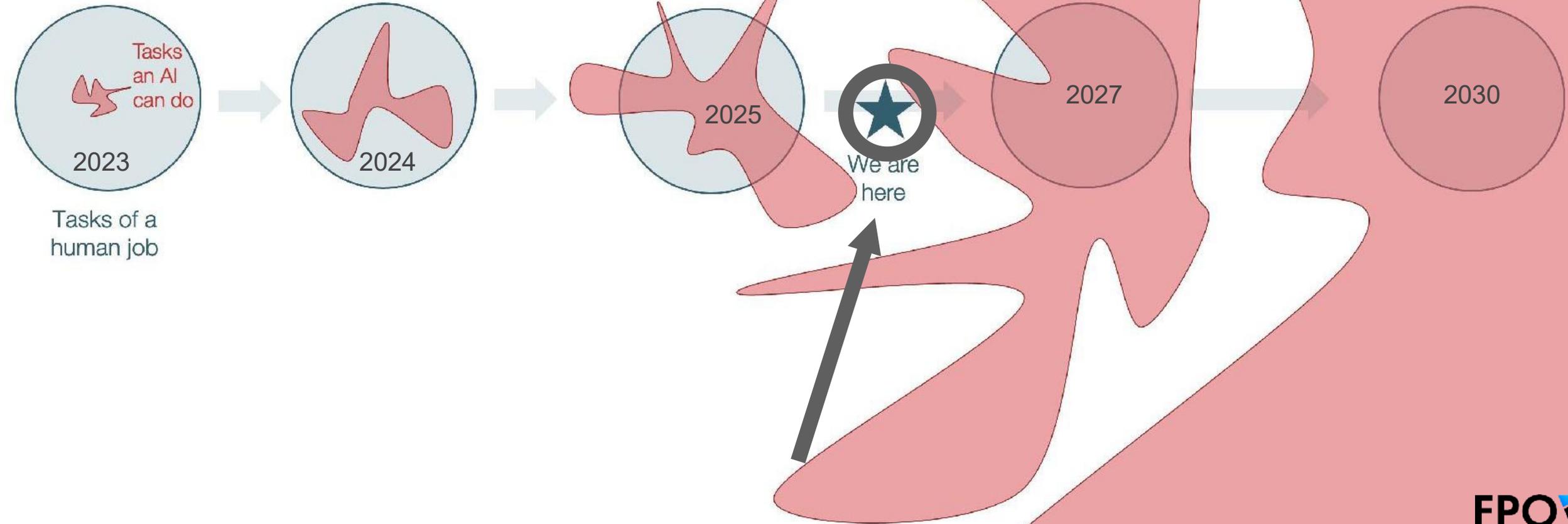
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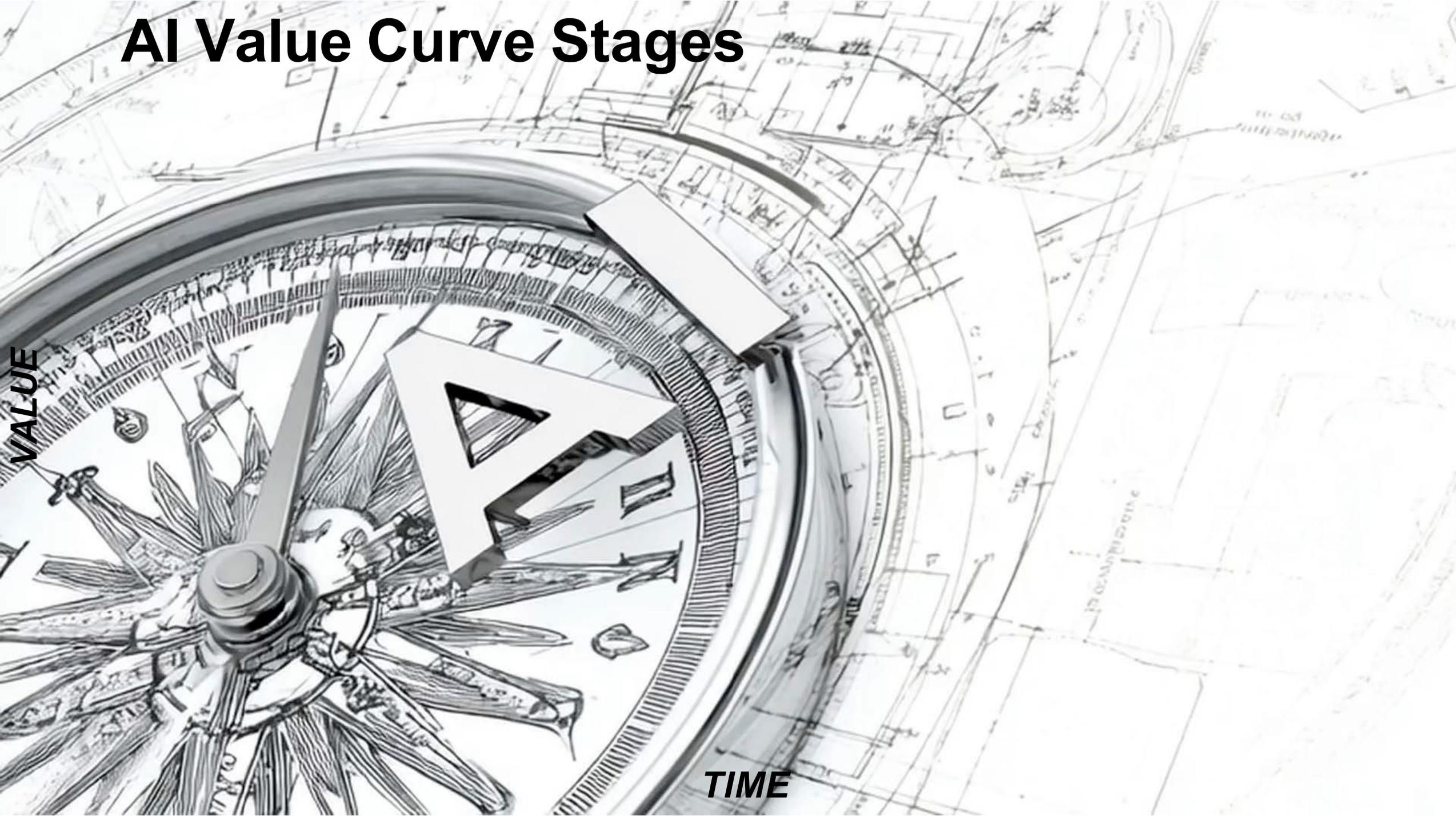
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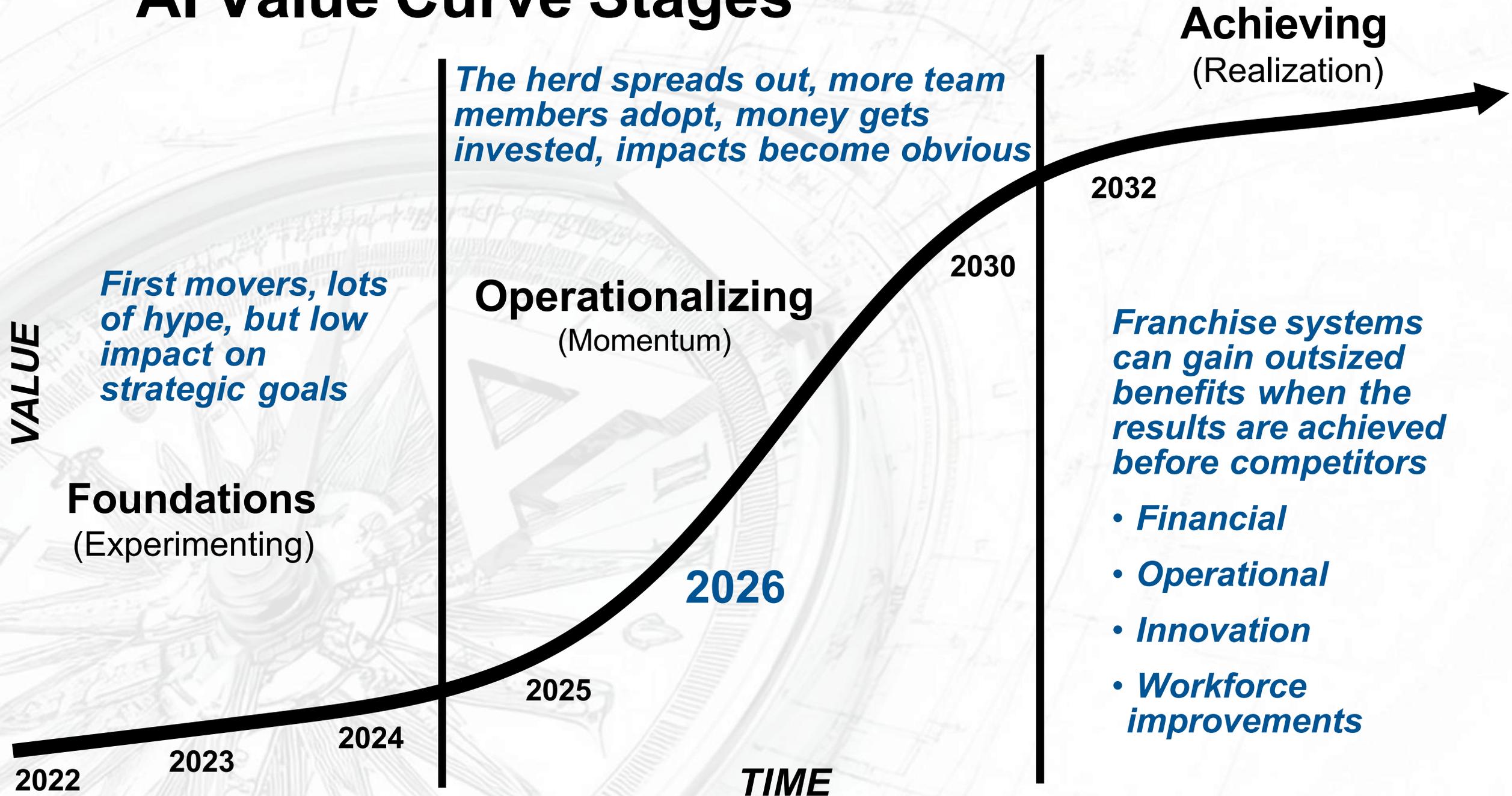
AI Value Curve Stages



VALUE

TIME

AI Value Curve Stages



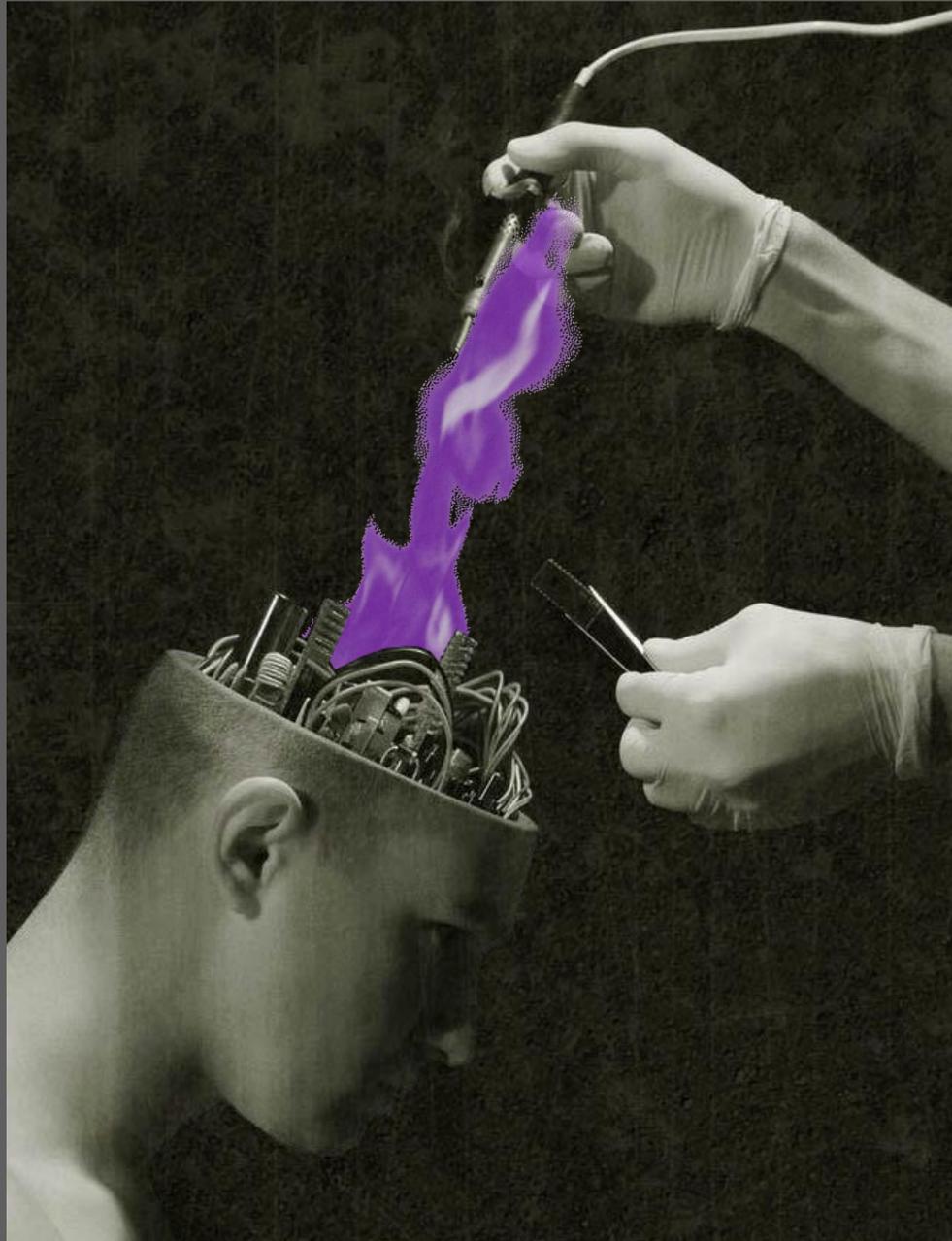


Table Ideation

1) Create a list of the NEW leadership skills needed in the AI/Robotics era - and where will leaders get these skills?

2) What specifically will happen to franchise systems that do not gain these skills fast enough?

The "Human Calculator" of Market/Competitor Trends: The executive who prides themselves on intuitively spotting market shifts, crunching numbers mentally, or making quick, complex financial projections in their head. AI's ability to analyze vast datasets, identify subtle correlations, and predict trends with far greater accuracy will render this human skill redundant.

The "Micro-Manager of Manual Tasks": The leader whose primary value came from meticulously overseeing routine operational processes, ensuring compliance with tedious protocols, or correcting minor human errors in data entry or simple automation. AI will automate and optimize these tasks, removing the need for this level of human oversight.

The Master of "Gut Feeling" Decision-Making: The charismatic leader renowned for making bold, successful decisions based purely on intuition, experience, or "gut feeling" without robust data. As AI provides hyper-specific, evidence-based recommendations, relying solely on intuition will be seen as irresponsible and inefficient, leading to poor outcomes.

The "Gatekeeper of Information Silos": The leader whose power stemmed from controlling access to critical information, acting as the sole conduit for communication between departments, or hoarding data to maintain influence. AI-driven platforms will democratize and centralize information, making such gatekeeping irrelevant and counterproductive.

The Chief "Firefighter" of Operational Crises: The leader who constantly jumps into operational crises, personally troubleshooting problems, and mobilizing teams to fix immediate breakdowns. AI will increasingly predict, prevent, and even autonomously resolve many routine operational issues, shifting the focus from reaction to proactive system design.



Old

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The "Human HR Filter" for Basic Recruitment: The executive who spends significant time manually sifting through resumes, conducting initial screening interviews for foundational roles, or performing basic candidate assessments.

The "Memory Vault" of Institutional Knowledge: The leader who is revered because they "know everything" about the company's past decisions, historical data, and tribal knowledge. AI-powered knowledge management systems will democratize and make instantly accessible vast repositories of organizational memory, diminishing the unique value of a single human's recall.

The "Human Metrics Reporter": The executive whose key contribution is compiling, synthesizing, and presenting routine performance metrics and reports to higher-ups. AI-driven dashboards and automated reporting systems will provide real-time, customizable insights, reducing the need for manual compilation and allowing executives to focus on analysis and action rather than report generation.

Meeting Orchestration: The ability to run productive meetings will become irrelevant as AI handles scheduling optimization, agenda creation, real-time transcription, action item tracking, and follow-up. The "great meeting leader" skill set dies when AI manages all coordination and humans only gather for genuine creative collaboration.

Strategic Planning Rituals: The elaborate processes of annual strategic planning, SWOT analyses, and long-term forecasting become meaningless when AI provides continuous strategic recalibration based on real-time market changes. The "visionary strategist" who plans years ahead becomes a relic.



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BY Nathaniel Whitemore

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Think in white space about what AI can be used for that has never been done before

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