



IFA26 evolve.



iFA INTERNATIONAL
FRANCHISE
ASSOCIATION



Graham Wehmler

Chairman & Executive Chairman
BNI

graham@bni.com

The Growth Mindset Experts



Chuck Runyon
Co-Founder & Co-Chair
Purpose Brands, LLC



Jon Visser
Chief Commercial Officer
Fortidia US



Zack Woods
COO
BrightStar Care

Our Mission Today

- Refocus on Why We Do What We Do
- Strengthen ULEs, Accountability, Growth Mindset
- Focus is on same store sales growth
- Leave with:
 - 3 New Relationships
 - 3 Actionable Strategies to Implement on Monday Morning



Structure

- ❑ Who's In the Room (10')
- ❑ Keynote from Chuck (30')
- ❑ Panel with Jon & Zack (30')
- ❑ Table Time (30')
- ❑ Wrap Up & Commitments (20')



Who's in the Room?



The Growth Mindset

Helping Your System Sell *MORE*



Chuck Runyon

Anytime Fitness Co-Founder

Purpose Brands Co-Chair

chuck@purposebrands.com

  @chuckrunyon



A GROWTH MINDSET

is the belief that abilities, intelligence and skills can be developed through effort, learning, feedback and persistence — rather than being fixed traits.

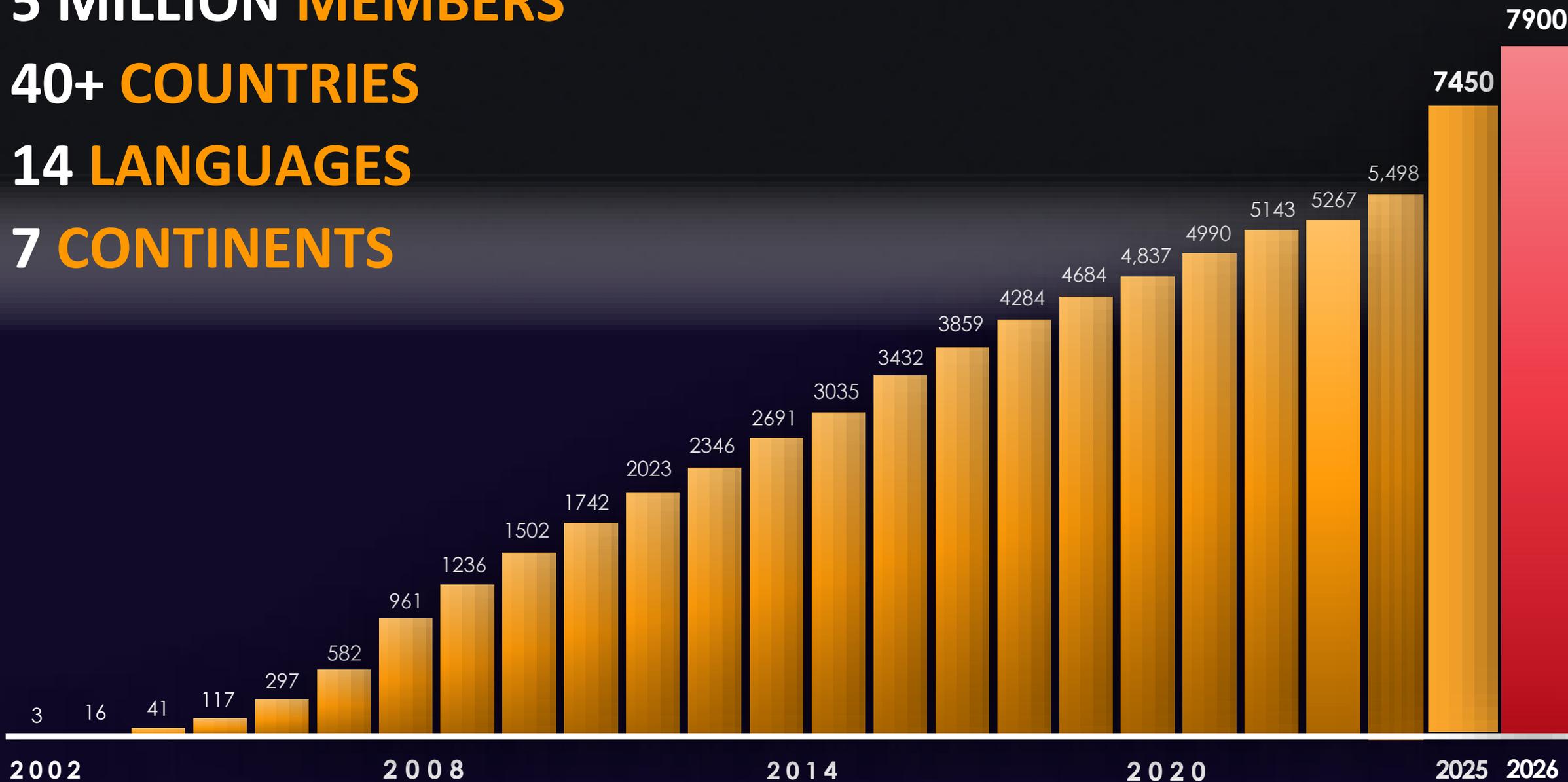


5 MILLION MEMBERS

40+ COUNTRIES

14 LANGUAGES

7 CONTINENTS



How to Design a Culture of GROWTH



A Culture of Curiosity



SPEED > EXECUTION



**A Culture of Making
Investment Bets**

**And having the
permission to fail ...**

And celebrating both!



A Culture of Collaboration



A Culture of Competition



**How You Respond is 75%
of the Solution!**



CHUCK RUNYON
DAVE MORTENSEN
with Marc Conklin

W O R K

V

*Inspire a
high-performing
work culture at
the centre of
people, purpose,
profits, and play®*

E

Foreword by
Ken Schmidt,

Former Director of Communications
Hafley Davidson Motor Company

FANCHISE YOUR FRANCHISE

SPECIAL
30th ANNIVERSARY
& REVISION
EDITION



**CHUCK RUNYON &
DAVE MORTENSEN**

Co-Founders 

with a foreword by SHARK TANK'S ROBERT HERJAVEC

The Growth Mindset Panel



Jon Visser

Chief Commercial Officer
Fortidia US



Zack Woods

COO
BrightStar Care

Table Time

- Introduce yourselves
- Elect a Spokesperson & Create 4 Boxes
- Key Learnings in 4 areas:
 - Inspiring a Growth Mindset
 - Preparing Zor to Scale
 - Field Support Priorities
 - Preparing Zees to Scale



Group Scoop



Commitment



Today



Team Picture



Breakout Bonanza
Scan the code at the End of a Tuesday AM Breakout Session
to Earn 2 Points!



Scan code in your event app



Unable to scan?
Enter code: TUEBRE

