



# IFA26 evolve.



**iFA** INTERNATIONAL  
FRANCHISE  
ASSOCIATION

# Evolve Your Partnerships



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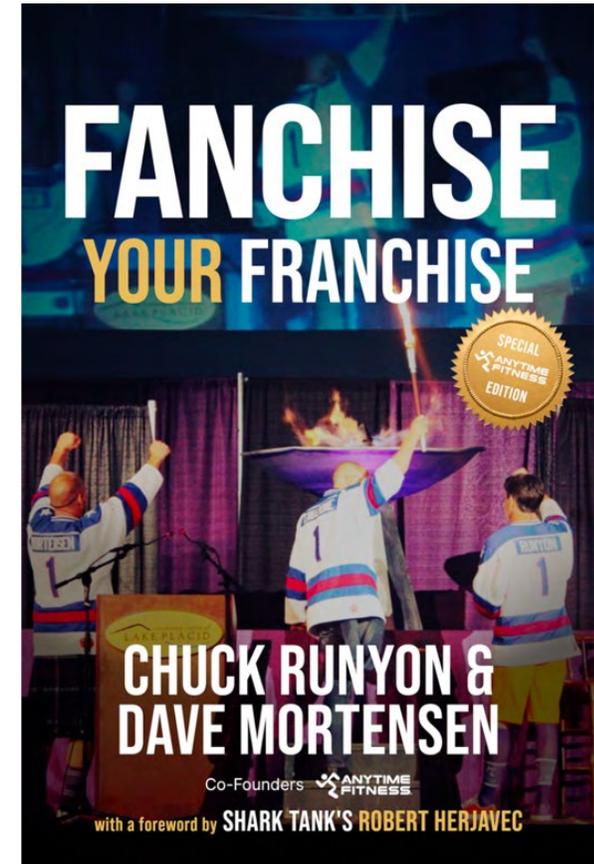
# FRANCHISE

An individual (the franchisee) pays to operate a business using a well-established company's (the franchisor's) name, products & business system. In return for fees, the franchisee receives a complete business package, including training, brand recognition and an operating plan, but must follow the franchisor's rules. A business with a return on investment.



# FANCHISE

A business infused with love, passion and higher engagement, higher loyalty and a higher purpose. A business and lifestyle with a return on emotional investment.



**Sell, Retire  
& Sit on the  
Beach?**

**Invest &  
Commit to  
the Grind?**

Beach

Steep Climb



# We Asked Ourselves 2 Questions ...

**"If we were in a competition for BEST FRANCHISE, what would we do to win?"**

**> Listen**

**Stakeholders: Customers, Shareholders**

**> Support and obsess over franchisee performance**

# We Asked Ourselves 2 Questions ...

“Who are the  
heroes in our  
story?”

Chuck Dave?

Employees?

Francis sees?

# The Heroes Are ...

**MEMBERS**

**CLIENTS**

**COMMUNITIES**

**We Coach, Care & Connect to  
enrich millions of lives around  
the world every day.**

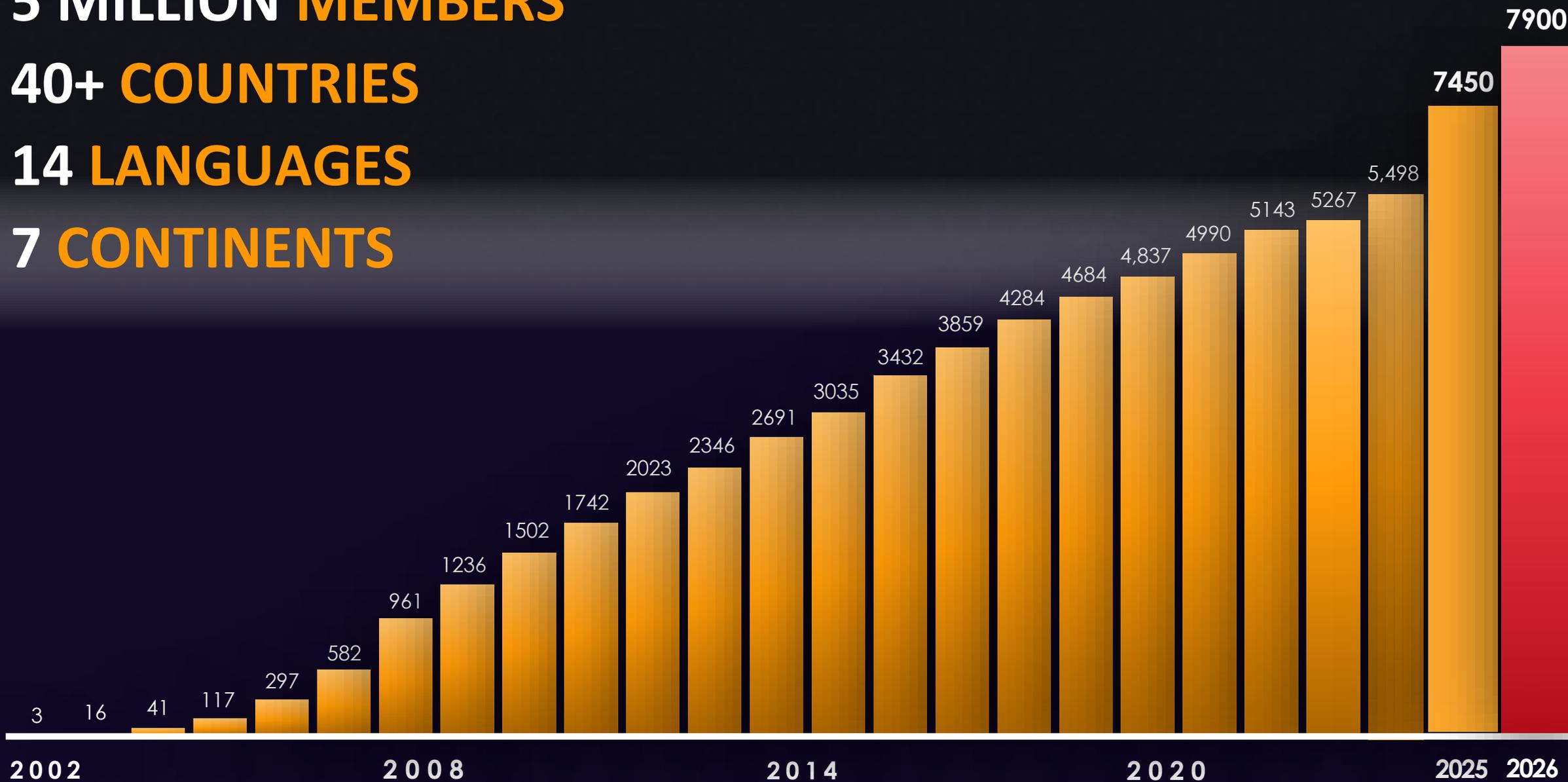
**PURPOSE > EGO**

**5 MILLION MEMBERS**

**40+ COUNTRIES**

**14 LANGUAGES**

**7 CONTINENTS**



# FANCHISE

**High Performance**

**High Engagement**

**High Loyalty**



## 2 Questions for YOU...

**“If you wanted to win the competition for BEST FANCHISE, what would you do?”**

**“Who are the heroes of your story?”**