STARBUCK™ & Associates

STARBUCK ACADEMY · GROW · PROGRAMME BROCHURE

Franchise Leader Pathway: Field Leader

From inspecting franchisees to coaching them

A practical online programme for the people who support franchisees. Ten short video lessons on coaching owners, influencing without authority, business review visits that franchisees value and handling compliance fairly.

- 10 video lessons
- A workplace task every week
- 10 estimated learning hours
- Certificate of completion
- **CPD accreditation in progress**

£149

per person, per year, VAT included. Annual subscription.

academy.starbuckassociates.com
/courses/franchise-leader-pathway-field-leader/

ABOUT THE PROGRAMME

Written for franchising from the first lesson

Franchise leaders face pressures that general management training does not cover. Every lesson starts from their day-to-day reality and ends with something to do at work that week.

The programme finishes with a franchisee support plan for your patch.

Who it is for

Franchisor area managers, franchise business consultants and regional leads who support franchisees, and who have to raise standards and performance without line authority over owners.

What you will be able to do

01	Balance your roles as partner, coach and guardian of the brand with each franchisee
02	Understand what drives franchisees and influence them without formal authority
03	Plan and run business review visits that lead to agreed action
04	Coach franchise owners through conversations about performance and numbers
05	Handle slipping standards and difficult or emotional conversations fairly and consistently
06	Lead a patch remotely and build a stronger, more connected franchise network

THE PROGRAMME

Ten lessons

Each lesson comes with a practical tool, workbook pages and a workplace task, so you can use what you learn straight away. A short knowledge check closes every lesson.

01 Partner, Coach and Guardian
Standing between franchisor and franchisees, and why the network depends on it.

02 Understanding the Franchisee
Business owners who have chosen to run someone else's system.

03 Influence Without Authority
Results you cannot directly control, with owners you cannot instruct.

04 The Business Review Visit
Where most of a field leader's work happens.

05 Coaching Conversations With Owners
Moving from giving answers to building capability.

06 Talking Numbers Together
One of the most sensitive topics, handled well.

07 When Standards Slip
Guarding the brand fairly and consistently.

08 Difficult and Emotional Conversations
When owners have so much invested.

09 Leading a Patch Remotely
Supporting many franchisees across a wide area.

10 Building a Stronger Network
Connecting franchisees so the whole network learns faster.

WHAT YOU GET

What is included

- Ten short video lessons you can watch on any device
- A workbook page and a practical task for every lesson
- A five-question knowledge check per lesson
- A certificate of completion showing 10 estimated learning hours
- 12 months' access

How your learning time adds up

- Watching the ten lesson videos: about 30 minutes
- Reading the lesson notes and completing the workbook page: about 4 hours 30 minutes
- Planning and carrying out each weekly workplace task: about 4 hours 10 minutes
- Completing the knowledge checks: about 50 minutes

Total: 10 estimated learning hours. The pass mark for each knowledge check is 80% and you can retake it as many times as you need.

Who designed it

Designed by ICF credentialed coaches at Starbuck & Associates, led by Paul Starbuck, our Founder and CEO and an ICF Master Certified Coach (MCC). Every lesson draws on our coaching and leadership development work with organisations in the UK, Europe and internationally.

For teams and organisations

Rolling this out across your estate? Optional live group coaching with Starbuck coaches, the Leadership Diagnostic and a network report are available for franchisors. Email academy@starbuckassociates.com.

ENROL TODAY

£149 per person, per year inc. VAT

Enrol online and start straight away. Every programme carries our 14 day money back guarantee.

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ICF Level 1 and Level 2 Accredited Coaching Education Provider

Certified B Corporation

ISO 9001 and ISO/IEC 27001 certified

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