STARBUCK™ & Associates

STARBUCK ACADEMY · GROW · PROGRAMME BROCHURE

Franchise Leader Pathway: Site Leader

Lead your site well, inside the franchise system

A practical online programme for the people who run franchised sites. Ten short video lessons, each with a workplace task, so what you learn on a Monday shows up on the floor by Friday.

- 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-site-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 90-day site leadership plan.

Who it is for

Managers running a franchised site, and owner-operators who manage staff day to day. Many have been promoted from the team they now lead, often quickly and with little training.

What you will be able to do

01	Make the move from team member to site leader with confidence and clear boundaries
02	Explain why the franchise system works and lead your site within it
03	Run a well-organised shift and hold standards without micromanaging
04	Recruit, induct and settle in new starters so they stay
05	Give feedback people act on and handle harder conversations fairly
06	Look after customers and the brand locally, and build a practical plan for your site

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 Stepping Up
Leading the team you came from.

02 Why the System Works
Leading within a franchise and its standards.

03 Running a Great Shift
Leadership happens one shift at a time.

04 Standards Without Micromanaging
Checklists, audits and visits, handled well.

05 Hiring and Settling In New Starters
Every leaver costs time and energy.

06 Feedback That People Act On
A simple and powerful tool for site leaders.

07 The Harder Conversations
The conversation you have been putting off.

08 Keeping Good People
What you can do even with little say over pay or rotas.

09 Customers and the Brand on Your Doorstep
To local customers, your site is the brand.

10 Your Site, Your Plan
Bringing everything together in a 90-day plan.

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.

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

ICF Level 1 and Level 2 Accredited Coaching Education Provider

Certified B Corporation

ISO 9001 and ISO/IEC 27001 certified

General learning and development content, not professional advice, and not a regulated qualification. © 2026 Starbuck & Associates Limited.