

Summary

Prime Directive:
Principle

Definition of Success:
Family and Security



Battle Cry:
Provide and Protect

Business Model:
Proven and Practical

Pace:
Slower-Systematic

Lifestyle:
Conservative and
Conventional

Business Path

Consultant



Business Competencies

Your Skills



SKILLS

Belonger-Thinker

You are a hands-on business builder focused on long-term relationships and customer satisfaction. Motivated by a deeply rooted moral code, you are hardworking and committed to providing for and protecting your loved ones. Family and security defines success for you. You will likely favor proven, practical service or solution-based businesses.

Planning and systematizing are your strengths. You measure personal worth by precision, accuracy and quality of results. You do well in formal, functional and structured environments.



Create

A good fit for you is a company with a Create Culture. They value flexibility, adaptability, and thrive in what would have earlier been viewed as unmanageable chaos. Their external focus and ability to quickly develop new services and capture market share makes them leaders and differentiates them in the marketplace and forces less agile competition to play catch-up.

Values & Work Style

Culture

VALUES

What are Values?

Values determine what about the self is the meaningful core that governs people's desires and the expression of these desires. Motives are the psychological drivers of behavior. Motives are the only true predictors of behavior. It's one's values which dictate his or her motivations. There are four Value Sets.

Values Hierarchy

- 1) Consistency
- 2) Dependability
- 3) Safety
- 4) Contribution
- 5) Security
- 6) Impact
- 7) Innovation



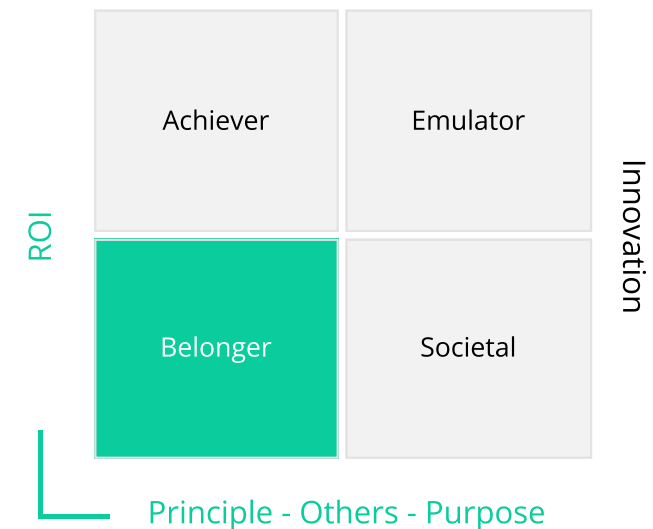
You are a Belonger

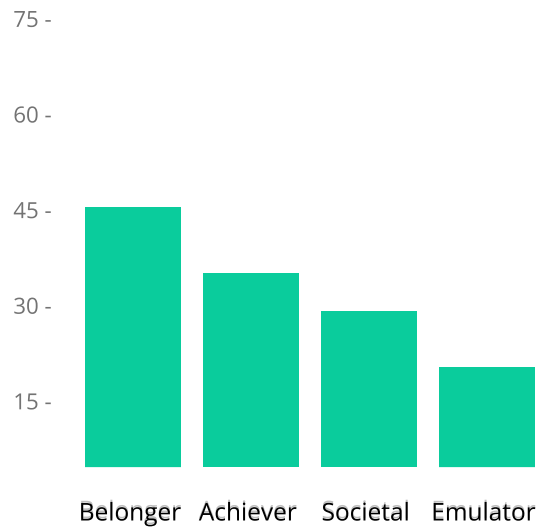
Scores indicate you are a Belonger. You are a hands-on business builder focused on long-term relationships and customer satisfaction. Motivated by a deeply rooted moral code you are hardworking and committed to providing for and protecting your loved ones. Family and security define success for you. You favor proven, practical service or solution-based businesses.

You are a:

Belonger

Power - Self - Passion



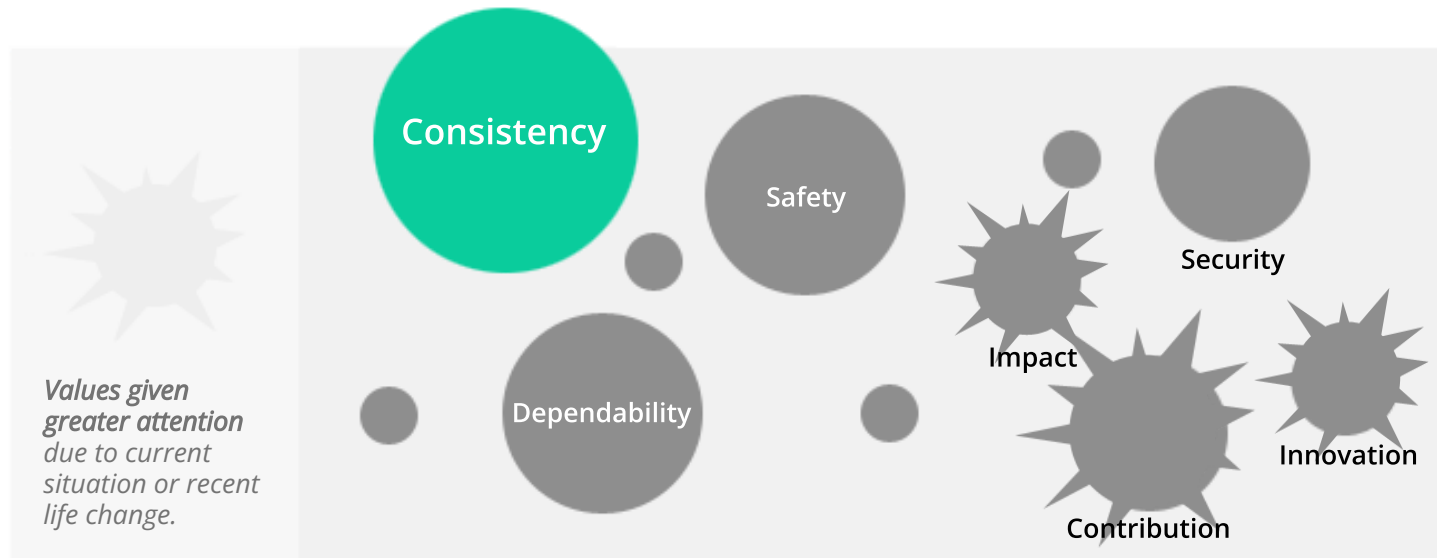


Belonger

You are conservative, conventional and risk-averse. You have concrete beliefs and a predictable life. You follow established routines, organized in large part around home, family, community and social organizations to which you belong. You like it best when you can work with family, friends and people you know and trust.

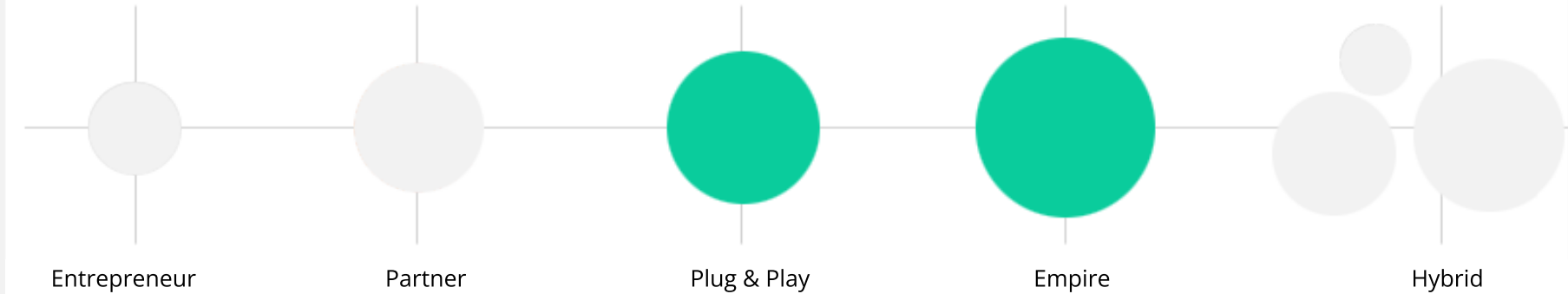
Belongers are calculated decision makers. It is not uncommon for them to embrace an extensive due diligence process. They will likely find a business that is high-touch and low-tech quite attractive. They are grounded and dependable people looking for consistency, durability, functionality and value.

You are a dedicated, trustworthy and focused performer with realistic expectations. You take pride in your competence and loyalty. Although not considered flexible, a Belonger's focus on stability and sustainability will foster persistent effort. Predictably, you are an excellent problem solver and planner, good at replicating systems and people.



STAGES OF GROWTH

My Stage of Growth



Your Stages of Growth: Stage 3: Plug & Play / Stage 4: Empire

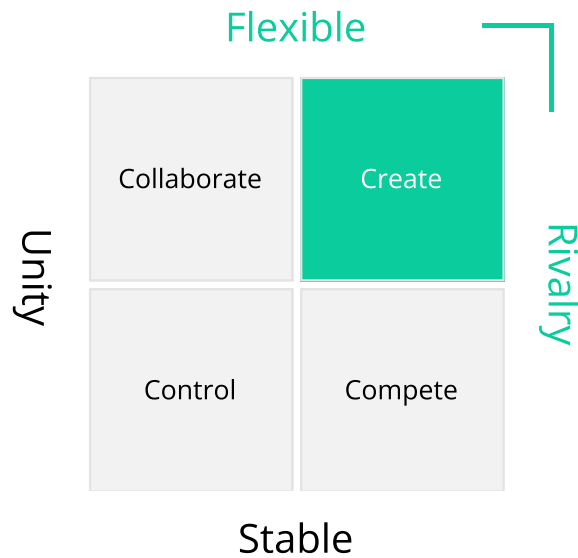
Stages of Growth are determined by a company's managerial style, organizational structure, formal systems, major strategic goals and founder/owner involvement. As a franchise organization grows, the systems and procedures will adapt to support an evolving business model, the needs of the franchisees and to satisfy end-user demands. Within each phase of business a franchisee's skills and goals need to complement a franchisor's plans and market expansion strategies. There are 5 Stages of Growth.

Entrepreneur	Partner	Plug & Play	Empire	Hybrid
Evolving and dynamic Product-oriented	Collaborative and growing System-oriented	Systematic and scalable Franchisee oriented	Legacy brands, top-of-mind Market share oriented	Intrapreneurial, renewing Innovation oriented
First to market, Better terms and territories, Fewer rules, Say in pol-icies, Financial rewards	Market awareness, Complementary skills sets, Best practices, Desirable markets available	Faster ramp-up, Resales, Proven, replicable systems, Advisory boards, Buyer co- ops	Brand equity, Strong Financials and support, Merger and acquisition potential	Well-defined products, Flexible systems, Side-by-side management, Leveragability of resources

CULTURE

What is a Business Culture?

Culture is a complex issue that essentially includes all of a group's shared values, attitudes, beliefs, and behaviors. Culture is broad – encompassing all aspects of a group's internal and external relationships – and culture is deep in that it guides individual actions even to the extent that members are not aware they are influenced by it. There are four Cultural Types.



You fit well in a “CREATE” culture

A dynamic, entrepreneurial, and creative place to work. Innovation and risk-taking are embraced by employees, leaders and franchisees. A commitment to experimentation and thinking differently are what unify the organization. They strive to be on the leading edge. The long-term emphasis is on growth and acquiring new resources.

Success means gaining unique and new products or services. Being an industry leader is important. Individual initiative and freedom are encouraged. Their ability to quickly develop new services and capture market share makes them leaders and differentiates them in the marketplace and forces less agile competition to play catch-up.

Your
Cultural Fit is
Similar to

Google

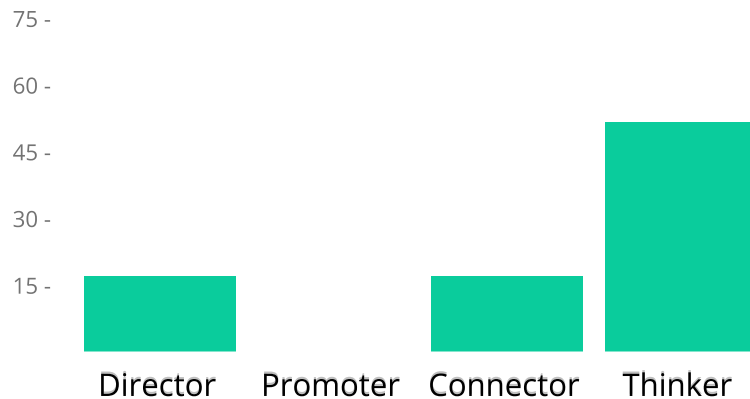
WORK STYLE

What is Work Style?

For greatest satisfaction and effectiveness, one should seek a work or business environment consistent with their natural tendencies. Work Style is particularly important for the business owner as they will set the pace and direction for employees, partners, vendors and clients. There are four Work Styles.

You are a Thinker

Scores indicate you are a Thinker. People in this group are analytical, persistent, systematic, and excellent problem solvers. Thinkers tend to be detail-oriented, which makes them more concerned with content than style. They are task-oriented individuals who enjoy perfecting processes and working toward tangible results. They are almost always in control of their emotions.



My Work Style

Pace:

Slower-Systematic

Priority:

Task

Seeks:

Accuracy, Precision

Strengths:

Plan, Systematize, Orchestrate

Under Stress May Become:

Withdrawn, Headstrong

Workplace:

Formal, Functional, Structured

Disorganization drives you nuts. It's A-Z, folks. How tough can it be?



Logical

Analytical

Deliberate

Problem Solver

Planner
Follow-through

Systematic

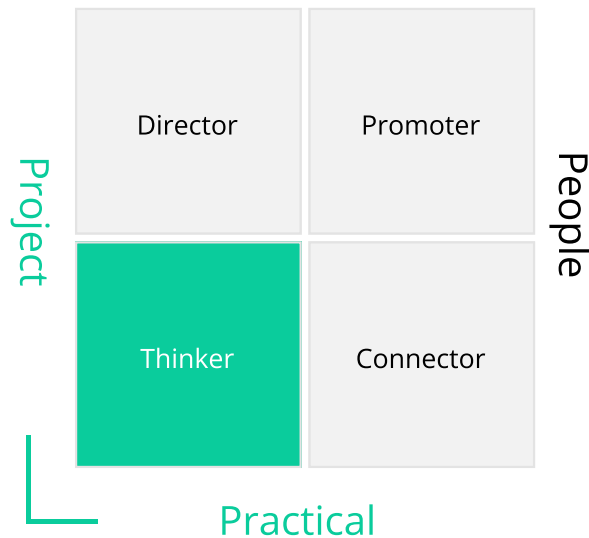
Conscientious
Persistent
Complex

Measures

personal worth by

- Precision
- Accuracy
- Quality of Results

Possible



You are conscientious and deliberate when making decisions. Some may see you as serious and complex. Your intelligence and ability to see different points of view endow you with quick and unique sense of humor.

Your strengths include an eye for detail and accuracy, independence, dependability, persistence, follow-through, and organization.

COMPETENCIES

The Eight Competencies in Business

Understanding one's Business Competencies is important. More important however, is how those Business Competencies complement those of a franchise system and its growth strategy.

Your Competency Scores



Your profile pattern is similar to:

Mary T. Barra

General Motors



Why

- You share Values
- You share Competencies
- You both thrive in a Create business culture
- You are both Principle driven

Motto:

"Bringing People Together"

SALES & BUSINESS

Development

All businesses require some form of sales.

There are 3 primary types of sales and naturally there are individuals who are suited for one over another. There are many ways to succeed, for some it comes from climbing the corporate ladder for others it's building a multi-unit franchise business. Your sales orientation and potential business path are marked below.

Sales Orientation

✓ Consultative

Relational

Competitive

You fit well within a business where the sales are of a consultative, solution-based nature. You are able to build high trust and high credibility relationships with your prospects. You are good at understanding your customer's business environment, critical business drivers, and high priority business initiatives and then crafting a solution to help the customer achieve their objectives. The consultative sale can at times be a complex, long term process involving collaboration of both the buyer and the seller. You are able to lay a solid foundation as an expert or consultant for future sales with this prospect.

Potential Business Path

Corporate

Corporate ladder climber



Consultant/Contractor

Consultant, contractor or subject matter expert



Entrepreneur

Starts and builds a business from scratch

Single-Unit Franchisee

Appreciates and exploits systems

Multi-Unit Franchisee

Replicates systems and manages locations

Area Developer

Appoints sub-franchisees and/or manages outlets

NEEDS & WANTS

In a Franchise Business

Remember...

Success in franchising entails two major factors: Compatibility and Complementary Competencies between franchisee and franchise company. Make sure franchise system complements and exploits your skills. Based on your profile, listed below are some business considerations.

- ✓ Service oriented
- ✓ Repeat customers; consumable products
- ✓ Regular hours of operation
- ✓ Few employees
- ✓ Possibly home-based
- ✓ High Touch - Low Tech
- ✓ Few, tangible products and services
- ✓ Long-term relationships with employees
- ✓ Historically proven systems
- ✓ Strong head office and field support
- ✓ Company culture with a family-type atmosphere
- ✓ Industry or market with minimal change
- ✓ Easy to replicate systems and procedures
- ✓ Practical, problem-solving services
- ✓ Involvement and 'buy-in' of family
- ✓ Low risk and quick return on investment

Smart.
Scientific.
SpotOn!®

