

Future-Proofing Your Franchise

'How to have your franchise of tomorrow, today'

Troy Hazard has been a franchisee twice, a franchisor once and a consultant to the industry for 25 years in 16 countries. And he has bought, grown and sold more companies before his 40th birthday than some business people would even *consider* in a lifetime. John O'Brien, Former **Chairman of the World Franchise Council** had this to say about Troy;

"Troy Hazard stands out as one of the few speakers in this world who truly understands franchising. His depth of experience in the category is without question. The real life accounts he has gathered from the many brands for which he has worked, and his life as a franchisee and franchisor, make him an incredible asset in any conference situation"

It is this real world franchise experience that has been the foundation of this presentation, and his **Amazon bestselling business book**. And it is what has kept franchise audiences engaged around the world.

Through his businesses and working as a consultant for some of the world's biggest franchise brands such as Baskin Robbins, Goodyear, Subway, Choice Hotels, and Cartridge World, Troy has learnt the lessons on **how to predict issues in a franchise business before you need to experience them**.

In this presentation Troy will demonstrate his path to personal responsibility, his routine to create stronger vision and focus, and his simple P.L.A.N process to mentally prepare participants to *drive* their franchise into the future.

Troy's presentation delivers answers to the following key business development questions:

- How to identify the **opportunity** by taking *responsibility* for your future
- How to *review you* to **break down business barriers** created by bad beliefs
- How to truly harness the **power of peers** in the franchise system
- How to create a **culture of collaboration**
- How **rhythm = revenue**
- How to develop your P.L.A.N to **embrace evolution**

