



Our Business Philosophy

While the world constantly changes and franchising changes (sometimes) with it, there are still some guiding philosophies that, to us, are unwavering. We assure you we follow these in all we do.

Five things we know to be true in franchising:

1. **Focus on the consumer and all else will follow.**

Everything we all do is about providing a product or service that people need and want – and will pay good money for. The minute we all forget this, we may as well go home.

2. **Know who and what you are – and be good at doing it.**

So many franchise companies try to be “everything to everyone” – and in the process, fail at making anyone happy. Learn what makes you tick, your “pulse points” if you may – and ensure they are *always* healthy.

3. **Never, ever fall into a “process” as the *only* means of managing your company.**

The concept of process – and importance of process – is frequently overplayed in franchising. It may be what gets you going – and builds your reputation – but *it can kill your organization* if you don’t know when it’s time to adapt and change.

4. **You can make money and be honest and ethical.**

Making a franchise succeed is hard work for each and every owner. If every element of a franchise company is set up as a profit center to the franchisor, it will simply make it more difficult for that owner to succeed. And with each business failure, time and money are wasted and opportunity lost. Make every business proposition a “win-win” for franchisor AND franchisee – and everyone wins in the long run. And separate yourself from the scam artists and their way of doing business. In this internet world, you will be associated with the company you keep.

5. **You can be serious – without wearing a suit.**

We put our emphasis on creating great ideas and solutions for our clients – not on what we look like when we appear at meetings. Our atmosphere is purposely casual because we think better – *and we think our clients think better* – when this is the case. (And besides, you can play golf better without a suit – which we hope to be able to find time to do with you as well!)