

# Planning for Franchise Business Performance and Growth

How will I achieve and exceed my franchise objectives?

## Who Are The Partners in My Ecosystem and What Are Their Capabilities?

### Performance Ability

What has been their historical performance with us and what is their production capacity?

### Business Synergy

How well does their business (current and future) map to our goals & objectives?

### Growth Commitment

What and where is their commitment to growth?

## Who Are My Team Members and What Are Their Capabilities?

### Ability

What has been their historical performance and how well do their capabilities map to my needs?

### Potential

What is their potential for professional growth into the roles I need in my team?

### Will

What is their will to grow and challenge themselves in their professional development?

## How Do My Assigned Objectives Relate to My Ecosystem and Team?

### Run Rate

What can I expect as "run rate" production from the ecosystem and where?

### Opportunity

Where is the production opportunity in my territory?

### Production Gaps

What and where are my production gaps?

### Non-Production

What other objectives am I assigned and how do they support my production objectives?

## What is My Coverage Model for the Ecosystem?

### Coverage Strategy

How will I create portfolios of partners, allocate production objectives, and assign resources to manage?

### Portfolios

What are the portfolios I've created, what objectives are they assigned, and how will each be managed?

### Staffing Model

What roles and responsibilities will I use to recruit and manage portfolios?

## What Strategies and Tactics Will I Use to Achieve My Objectives?

### Sales & Marketing

What demand generation and sales execution strategies will I leverage across the franchise?

### Partner Management

What partner management, collaboration, planning and motivation strategies will I leverage across the franchise?

### Partner Development

What partner skills / capabilities development will I drive in the franchise to support our long-term vision?

### Partner Recruitment

What will be our franchise recruitment strategy in terms of both net-new partners and net-new solutions / practices?

### Resource Leverage

How will I drive the franchise to build appropriate relationships and leverage resources on other teams?

### Investment

Where and when will I spend discretionary funds to support my achievement strategy?

## What Staff & Skill Development Work is Needed to Support My Plan?

### Recruitment / Changes

What kind of personnel recruitment or other changes do I need to make?

### Skill Development

What skills and abilities do I need to develop in my team to support my plan?

### Personal Development

What skills and abilities do I need to develop myself to support my plan?

## How Will I Drive Performance, Monitor Progress and Measure Success?

### Cost Management

How will I manage and monitor my costs to ensure my production efforts remain profitable?

### Metrics

What metrics will I use to measure performance and progress against my plan?

### Pipeline Discipline

What pipeline discipline will I drive with team and use across the franchise?

### Forecast Discipline

What forecast discipline will I drive with team and use across the franchise?

### Review Rhythm

What will my review rhythm be with the team and what metrics will I measure when?