



356 Upland Drive Tukwila, WA 98188 USA T: +1 206 282 3888 www.profitsoup.com

PEER GROUPS IMPROVE PROFITABILITY IN LEADING FRANCHISE NETWORK

Kwik Kopy Australia's peer support group program has delivered high returns on investment for both franchisor and franchisees.

The network's three "Performance Groups" are made up of 10 to 12 franchisees who meet quarterly to set goals, exchange ideas and receive feedback. They also enjoy social time to refresh, renew and refocus.

"The franchisees regard these groups as a valuable addition to our one-on-one field support," states John Post, Senior Training and Development Manager with Kwik Kopy Australia. "We see clear benefits from our investment in this process which delivers improvements in franchisee profit, sales and satisfaction."

Groups support accountability and make business more rewarding

Kwik Kopy management found the impact of the Performance Groups came from three primary areas: setting goals, reporting on results and exchanging ideas.

The owners meet quarterly to act as a board of directors, scrutinizing the financial results of their peers. Franchisees appreciate the accountability this group provides.

"It can be tough to account for your performance against your goals but the benefit is that it keeps our attention on the results," commented Narelle Downing from Kwik Kopy Canberra.

Most importantly, a productive dialogue is fostered within each group. The supportive group environment enables personal narratives, successes and lessons learned to be shared more freely and in more detail than in general franchisee meetings.

"The group discussion has a direct impact on my business," said Brian Heydon from Kwik Kopy Castle Hill. "The input of other owners helps me understand where I need to make changes; it's enabled me to improve many aspects of my operation," he added.

John Post added, "The goal setting and reporting delivers discipline and perspective that business owners can't achieve on their own. In addition, it's an enjoyable and effective way to benefit from the experience of others in the system."

The process increased effectiveness of field support

Performance Groups have also enhanced the effectiveness of Kwik Kopy's franchise support. Support professionals find that after a meeting, franchise owners actively engage in directives to

improve their business. This makes it easier for franchise support teams to focus their assistance, and to help franchisees launch their action plans and get results.

According to John Post, "Performance Groups have certainly helped our network. The franchisees enjoy getting together with their peers and have significantly improved their sales and profit. There's no doubt about the value of this program."

How Profit Soup helped

Profit Soup helped Kwik Kopy create their peer group program by developing the basic framework for group activities, accountability and financial reporting. They also provided initial facilitation services and a franchisee-orientation session, and later transitioned facilitation to Kwik Kopy's internal through a "train-the-trainer" process. This design, development and transition approach delivers a seasoned model without the burden of an ongoing cost structure for group management.

Peer group programs deliver high value for emerging and mature franchise systems alike. They can supplement regular support services in a cost-effective way that suits a growing network and mature franchisees will find value in the powerful interaction with peers.

A committed and enthusiastic facilitator helps retain the group's cohesiveness and ambition. A third-party facilitator can bring fresh perspective and focus while supporting franchisor goals and maintaining a constructive environment.

A consistent and clear focus on goal setting and financial review is essential for the prosperity of any business. Franchisees appreciate having structure and accountability around these important business process. These activities are combined with a robust franchisee-driven agenda delivered through a combination of structured sessions and free flowing discussion.

To discover more about how Profit Soup can help your network increase profit and franchisee satisfaction through peer groups please contact Barbara Carper via phone (206-909-8176) or email at barbara.carper@profitsoup.com.