



# A Franchisor's Best Solution to Choosing the Right People

by Mathew Georghiou

Preparation and process – two key ingredients to the success of any franchise. A series of well-defined and proven processes is what makes operations efficient and quality consistent. Preparation assures that the right people are put in place at the right time to execute. This includes the franchisee – whether an owner, dealer, or manager – as well as the employees who serve the customers and operate behind the scenes.

To reduce the risks associated with new franchisees, franchisors use a variety of techniques, such as background and reference checks, personality tests, training, and mentoring. But the one thing franchisors have been unable to assess or impart to franchisees is also perhaps the most important indicator of future success – experience.

As with all aspects of business and life, the more experience one has in an endeavor, the greater the chance of success in the future. In the past, experience could only be gained through years of effort and risk-taking. But with advanced business simulations, determining and imparting experience is now possible – quickly and cost effectively.

By simulating your business operation, you can enable an individual to actually run that business virtually, using a computer. Similar to how pilots train using flight simulators, your franchise simulator will enable learners to take their own test flights, while you evaluate performance. Franchise simulations can be used for:

## **Franchisee Selection**

Avoid the loss of time, money, and brand reputation that comes from choosing the wrong franchisee. Put prospective franchisees to the test in a simulation. The results can be used alongside other profile data to choose franchisees who are most likely to be successful.

## **Franchisee and Management Training**

Let your decision-makers experience the entire business, test initiatives, and make mistakes in a risk-free environment, not while on the job.

## **Employee Training**

Imagine an organization where every employee shares a common vision and acts like an experienced businessperson. It's possible with simulation. Enable every employee to experience what it's like to run the business. With empathy comes understanding, improved loyalty, morale, productivity, and profit.

Simulation could be a franchisor's best solution to choosing the right people.

*Mathew Georghiou is founder and CEO of MediaSpark Inc., and lead designer of the award-winning GoVenture business and life simulations. [www.goventure.net](http://www.goventure.net)*

## **MediaSpark Inc.**

Multimedia Center  
PO Box 975  
Sydney, Nova Scotia  
CANADA B1P 6J4  
t: (902) 562-0042  
f: (902) 562-1252

1-800-331-2282  
[www.goventure.net](http://www.goventure.net)  
[www.mediaspark.com](http://www.mediaspark.com)