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## Franchise road map helps drive success

2nd Nov 2011



Journeys are generally easier with a map to follow, and now you can create your own road map for franchise success, learning from the mistakes and experiences from others along the way, thanks to a new book.

New book, *Jump Shift*, shares the collective franchise and business wisdom of former Brumby's Managing Director Michael Sherlock and franchise consultant Alan Anderson.

It provides an excellent case study of the transformation of a business, namely, how Michael and his team took Brumby's from a 'basket case to success' over four years.

And, if you've ever heard Michael speak at franchise events you'd know nothing he does is ever complete without references to his passion for music, so in true Sherlock style each chapter starts with a rock 'n roll music quote.

(I do a similar thing in my teaching and writing except I use movie titles and quotes – my favourites are 'I'll have what she's having' from *When Harry met Sally*, and 'Big mistake!' from *Pretty Woman*).

Not only is *Jump Shift* easy to read and absorb, it works as a business guidebook and takes readers on a 'journey', using a road trip analogy throughout, incorporating 'dashboard' and 'ant trail' theories and concepts, delivering practical business tips.

Readers are encouraged to apply the lessons learned from the authors' experiences to their own business venture.

### Universal business principles

Although I work in a University, I found myself applying the same business tips to my own organisation and I found that the principles are actually universal, so it doesn't matter what industry you operate in.

Cleverly written, *Jump Shift* provides a step-by-step analysis of a business with plenty of tips ('Essential Truths') and opportunities for reflection (through Quizzes at the end of each chapter).

### Multiple franchise perspectives

A unique feature of the book is that you're not alone on this journey; apart from having Michael and Alan with you every step of the way you're also joined by multiple franchise 'personas', such as the General Manager, a franchisee and a consultant providing multiple perspectives.

This makes the *Jump Shift* analysis much broader and more inclusive than normal business guides. As a result, I've set the book as recommended reading for students in our [specialist Franchising course](#) and the [Graduate Certificate in Franchising](#).

Encompassing everything from driving business performance, customer service quality, culture and community service to multiple perspectives on the franchise journey – *Jump Shift* is a must read for all existing and aspiring managers and entrepreneurs.

(And in case you're interested, Michael will share his wisdom during a special guest appearance at the upcoming [Franchise Marketing Forum 2011: Where strategy meets execution](#)).

If you've already had a chance to read a copy of *Jump Shift*, or are equally passionate about music or movies, please share your favourite quotes or parts of the book below.

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