



Franchising growth can be elementary, Sherlock says

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Former Brumby's managing director Michael Sherlock will deliver a franchising master class in Brisbane on December 5.

Contributed

FORMER Brumby's bakery boss Michael Sherlock is now sharing his recipe for success with others seeking their own rise to the top.

Mr Sherlock was this year made an Adjunct Professor at the Griffith Business School's Asia-Pacific Centre for Franchising Excellence and will be the star attraction at the centre's one-day Franchise Growth Master Class to be held in Brisbane on December 5.

The event is aimed at up-and-coming franchisors to accelerate the growth of their business through first-hand insights and the development of tailored action plans.

Topics covered include: planning, research, strategy, structure, change management, people, franchisee engagement, systems, customers, results, action and evaluation.

The class costs \$895. Phone 3382 1401, email franchising@griffith.edu.au or visit wired.ivvy.com/event/NFPS



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