

Franchising

Your essential guide to buying a franchise

Franchise Growth Masterclass

Former Brumby's bakery boss Michael Sherlock, an Adjunct Professor at the Griffith Business School's Asia-Pacific Centre for Franchising Excellence, will be the star attraction at the centre's one-day Franchise Growth Master Class to be held in Brisbane on 5 December 2013.

Sherlock will host the Masterclass in conjunction with senior management consultant and business coach Alan Anderson. The two worked together to successfully steer the stellar growth of Brumby's and also co-authored the book *Jumpshift!: Shift Your Business into Hyper-Drive*.

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

"Franchising success usually starts with identifying and then overcoming the impediments to growth in your franchise, regardless of your sector or size," Michael Sherlock said.

"Whatever is holding your business back, we will find it and you will walk away with a one-page action plan to overcome these barriers. This is a rare opportunity to learn the proven strategies for success from people who have been there and done it at the top level of franchising.

"It is all about investing one day in your business and your team to unleash the full potential of your franchise, to have a plan in place before Christmas and get off to a strong start to 2014."

Attendees will benefit from more than just the one day event.

"Importantly, they will also receive a free follow-up consultation up to 90 days after the event to review progress in implementing the plan, as this is where many franchises fall short," Sherlock explained.

Image: Michael Sherlock, Adjunct Professor at the Asia-Pacific Centre for Franchising Excellence



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- **Start:** 8:30AM 5/12/2013
 - **End:** 5:00PM 5/12/2013
 - **Where:**
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Griffith Graduate Centre and Ship Inn Function Room Building S07 South Bank Campus
South Bank QLD
