



## Aligning a content-wide franchise system

### Square Peg support

We were engaged to develop the framework and facilitate the inaugural council forum where 16 President's/COO's were the key participants. We interviewed each participant individually to identify their hopes and fears for the council, using our findings to tailor a first meeting agenda that would get the council off to a flying start. We then planned and facilitated a two day event aimed at agreeing a charter, ground rules and priorities. With this successfully achieved – confounding the expectations of some - we were invited to facilitate the next council meeting at which the council really got down to business and identified opportunities to increase revenue, minimise cost, and manage risk.

### The result

Working together the Council members produced a clear charter, principles and processes for the Council. They agreed matters that are in scope and those that are not. With its subsequent meeting the council has now established its reputation as a worthwhile body and has commissioned a number of business specific initiatives to support the franchise system on a continent-wide basis. We have been invited to plan and facilitate a third meeting this September.

### The challenge

*This significant continental SBU (Strategic Business Unit) of a global firm utilising a franchise model for its product distribution realised that it could drive more value for all stakeholders within its system if it could better align its work with the work of its franchisees. The concept of developing a system wide council to provide a framework for this alignment was identified as the preferred way forward. The idea for this forum was generally believed to be "A Good Thing" but there were some doubts among members as to how it might actually work and what it might reasonably actually achieve. Several members represented competitor companies creating an obstacle to truly open dialogue. Our challenge was to facilitate the inaugural meeting.*