



Communicating with Franchisees



Introduction (Programme)

This program is designed to equip franchise owners, managers, and staff with the necessary communication skills to build strong, productive relationships with their franchisees. Over the span of three days, you will participate in twelve interactive sessions, each tailored to address different aspects of franchise communication. From understanding the role of communication in franchise management to addressing communication challenges in the franchise business, this program covers it all. Participants will learn how to use technology and tools to enhance communication with franchisees and even develop their communication style. Participants will also gain insights into legal and ethical considerations in franchise communication, strategies for franchise growth, and much more. The program will create a learning-centric environment from real-life case studies in franchise communication.

The program will cover the following key topics:

- The Role of Communication in Franchise Management
- Building Positive Relationships with Franchisees
- Effective Use of Communication Channels
- Addressing Communication Challenges
- Communicating Expectations and Standards
- Feedback Mechanisms in Franchise Communication
- Conflict Resolution and Problem-Solving
- Legal and Ethical Considerations in Franchise Communication
- Communication Strategies for Franchise Growth
- Case Studies in Franchise Communication
- Developing a Personal Communication Style in Franchise Management

Objectives

By the end of this program, participants will be able to:

- Understand the importance of effective communication in franchise management.
- Implement various communication strategies to foster positive relationships with franchisees.
- Address communication challenges in the franchise business.
- Use technology and tools to enhance communication with franchisees.

For Whom

This program is designed to benefit a wide range of individuals involved in the franchise business. Here are some groups who would find this program particularly beneficial:

- **Franchise Owners:** Those who own multiple franchises can learn how to communicate effectively with their franchisees to ensure smooth operations.
- **Franchise Managers:** Managers who oversee the operations of a franchise can gain insights into maintaining clear and open lines of communication with franchisees.
- **Franchise Staff:** Staff members who interact directly with franchisees can enhance their communication skills to build strong, productive relationships.
- **Potential Franchise Owners:** Individuals considering owning a franchise can gain valuable insights into the communication dynamics of the franchise business.

Pedagogy

The program pedagogy will include various training methods such as lectures, discussions, exercises, assessment instruments, and role plays.

Programme Director



Dr. Mrunal Chavda

Assistant Professor, Humanities & Liberal Arts

Dr. Mrunal Chavda has been working as an Asst. Professor at IIM Raipur. He holds a Ph.D. in Drama from the University of Exeter. He was a Post-Doctoral Research Fellow at the University of Cape Town (South Africa). He has been teaching English and Business Communication Skills since 2006. Before joining IIM Raipur, his experience included working with the British Council, Planet Education, CVM University, and the Government of Gujarat. He is an Associate Fellow of the Higher Education Academy, London. His doctoral thesis was focused on the live production analysis of British South Asian theatre and Indian theatre in English by employing a method of analysis developed from Bharata's Natyashastra, an Indian treatise on performing arts. His postdoctoral research was centred on the documentation and critical analysis of South African Gujarati Literature. He has presented his research papers at several reputed national and international conferences, including the South Asian Literary Association. His forthcoming edited book and book chapters are to be published by Edinburgh University Press, Palgrave MacMillan (Springer Nature, Singapore), and Vernon Press (USA).