

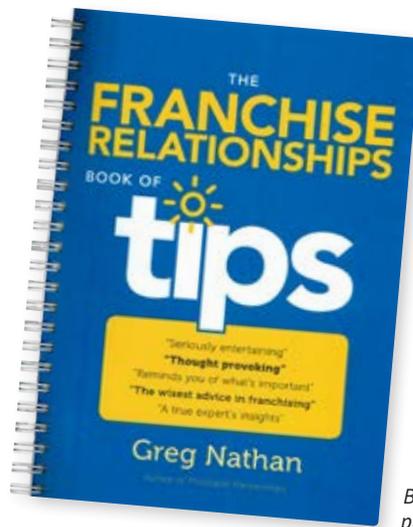
TOP TIPS for franchising

A NEW BOOK CONTAINS BRIEF BUT THOUGHT-PROVOKING TIPS ON FRANCHISE LEADERSHIP

➔ Every couple of weeks or so, an email from Greg Nathan arrives in the *Franchise New Zealand* inbox containing his latest *2-Minute Tip*. Greg is a former franchisee and franchisor who is also an internationally-respected psychologist. For over 20 years, he has been focusing his perceptive vision on the franchise sector and some years ago founded the Franchise Relationships Institute. Now he has compiled 79 of his most popular tips in a book designed to inspire those who work in the franchising sector to lead with clarity and integrity.

Greg's Tips are always interesting, relevant, thought-provoking and, often, 'laugh out loud' funny – my personal favourite, the tale of his irritation and subsequent embarrassment on a long plane trip, opens the book. Greg has a humorist's eye for the absurdities of everyday life, a psychologist's understanding of what creates such situations, and an expert's knowledge of how they relate to franchising and the lessons to be learned.

While the diversions into plane trips, road accidents, nuns, bicycles and (frequently) guitars are amusing, the lessons they lead to are based upon the huge amount of research the Franchise Relationships Institute has conducted over the years, much of it in Australia and New Zealand, as well as a great deal of inter-disciplinary study. The result is a series of brief (500 words or so), memorable and, above all, valuable tips for everyone involved in the franchise sector. Titles include: *What makes franchisees go berserk*;



GREG NATHAN'S NEW BOOK FEATURES PLANE TRIPS, ROAD ACCIDENTS, NUNS, BICYCLES AND GUITARS, BUT ABOVE ALL IT CONTAINS PRACTICAL ADVICE FOR FRANCHISE LEADERS

Be cautious of the multi-unit love affair; Taking the pain from change; How to set goals that work; and The good decision checklist, as well as other, less-obvious topics such as Life lessons from a Las Vegas taxi driver and What dogs can teach us about leadership.

Above all, the tips contain practical wisdom. 'I've been in franchising for over 30 years and Greg's Tips are the only thing I stop to read every time,' says award-winning franchisor John O'Brien of Poolwerx. 'They nearly always remind me of something important or give me a new angle of thinking.' And former Franchise Council of Australia chairman Stephen Giles comments, 'There is an analytical depth to each tip which is important in this era of superficial information.'

These days, Greg Nathan is much in demand at franchise and other conferences all around the world, but will be returning to New Zealand in July to speak at the Franchise Association conference in Queenstown. In the meantime, *The Franchise Relationships Book of Tips* costs A\$34 and is available from www.franchisere relationships.com. I recommend it highly. ■

ABOUT THE AUTHOR

Simon Lord is Editor of *Franchise New Zealand* and has worked in franchising since 1983.