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Balancing the Importance of Tasks

- Laura Vanderkam

As human beings, we tend to spend the most time on things most important or enjoyable to us. The same can't be said as professional individuals.

Often times, business leaders tend to dedicate too much time or allocate too many resources toward tasks that aren't very important in the grand scheme of things.

Balance is about both prioritizing the importance of certain tasks and the time necessary for each task. Balance is not just allocating an equal amount of time to each task, rather dedicating the appropriate amount of time to each individual task based on its importance.

Laura relates personal experiences in business and everyday life that have taught her this lesson time and time again.



Five Common Mistakes Franchisees Make In the First Year - Fiona Simpson, Forbes

Failure often breeds opportunity, Fiona highlights recurring mistakes that every new franchisee encounters.



CEOs Should Speak on Social Issues
– An article by Sara Fischer, Axios

In today's social media age, consumers want to know the values behind the brands they and services they purchase. A recent study showed that people want CEOs to be outspoken on social issues.



Franchise Selection: Business Model versus Business Name

By Natalie Barnes, president of Business Alliance, Inc.

You want to be a business owner and because you want support and predictability, you are looking at franchises. Great idea, so.....what's next? You may think of all the franchises you personally like and start your research. You may even read an article about what franchise have made the "top, best, or hottest" list.

Before you proceed, step back.....it's time to change the focus of the business name to the business model! Start by determining your goals and how this new venture will fit into your life. Ask yourself:

- What do you want to do as the "owner"?
- Who are your customers?
- Does this franchise brand meet your lifestyle and financial goals?
- Where is your business? (in your home, office, or retail store)
- What businesses do you like and why?

How do you find the right *business model* for you? Work with one of our BAI Registered Franchise Consultants. That is what they do. They will help you through a methodical process of discovery to find the right franchise business for YOU.

FOR MORE INFORMATION ON FRANCHISING PLEASE CONTACT:

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