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Minorities in Franchising

– Eddy Goldberg, The Franchise Guide

The economic power of minorities in franchising has been rising steadily in the past several decades. The reasons are not complicated: the number of Blacks, Hispanics, Asians, and Native Americans has grown steadily as a percentage of the United States population, making these groups a "new majority," a trend that will continue in the coming decades.

What this means for business in general, and franchising in particular, is that more customers, more employees, and more business owners will come from these groups. The "old majority" has been playing catch-up to the changing national demographics, hiring specialists with titles such as chief diversity officer or diversity/inclusion manager to help them understand and keep up with the population shifts.



3 questions to ask before having a meeting - McKinsey Quarterly

Effective meetings produce better business decisions. Yet too many decision meetings are doomed from the get-go. Learn what questions you should be asking first!



Neighborly CEO Reflects on industry trends – Mike Copeland, Waco Tribune-Herald

Neighborly's network of franchisees now accounts for \$2 billion in sales across 22 brands. CEO Mike Bidwell discussed the brand and broader trends, noting that demographic and economic factors point to strength in the home-maintenance industry.



It's June: Time for a Check Up!

by Natalie Barnes, president of Business Alliance, Inc.

You may be wanting to start a business, looking now, or still dreaming from last year's resolutions. It is time to reflect on where you have been, where you are now, and where you are going. Without a plan, there is no roadmap. And without a roadmap, you may continue to "wish" your goals would come true.

Here are some key points to review:

- What have you learned since January?
 - Are you moving in the right direction or do you need to adjust?
 - Adjustments are not meant to be excuses or failures. They are usually due to unforeseen circumstances. Adjust as necessary so they stay realistic.
- What actions do you need to implement to move in the direction of your goals?
 - Goals must be measurable. You need actions that will be in alignment to achieve those goals.
 - Make it easy to measure and track your goals. You don't want to spend hours reviewing and researching data to determine if you are on track!
- Are you accountable for where you are now?
 - Accountability keeps you in control. That is.....control to change, adjust, and move!
 - Accountability keeps the power within YOU. We cannot rely on others to change but we can rely on ourselves to change!

If your goal in December was to find a business this year, let us help you! That is what we do! It is a fun and rewarding process, why not give it a try?! Our contact details are below.

FOR MORE INFORMATION ON FRANCHISING PLEASE CONTACT:

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