



Email:  
Colin@cmfranchiseconsulting.com  
Phone: 888-325-8056

March 2019

## Innovation is Key in a Team Culture

- Dr. Joseph Walker

“Innovator” is often a misconstrued term. Many picture the person spearheading the next big tech boom.

Dr. Walker shows that while many picture a new e-commerce app or rideshare model, innovation can have very simple foundations. Being adaptable to the world is important, but innovating the system your team operates on, has the biggest payoffs.

Innovation commonly involves a level of discomfort. No one truly enjoys going through change, but Dr. Walker identifies the ways to get through the roughest patches.

Embracing the discomfort, swallowing your pride, and educating your team on the evolution of your processes can keep everyone on the same page. Approaching things from a learning standpoint will help everyone achieve success. Read more!



**Business Models Die, Brands Don't** -  
Steve McKee, McKee Wallwork & Co.

While brands are important, the business model that represents that brand is crucial. Your model and how you adapt your model to an ever-changing market is vital to your business's success.



**Introverts Make Great Sales People**  
– Matthew Pollard, Entrepreneur Magazine

Not all success in a sales role comes from social comfortability. Matthew breaks down the characteristics an introvert can bring to the table as a salesperson.



## **WOMEN BUSINESS OWNERS: A Growing Population of Business Ownership Diversity**

Written by Natalie Barnes, president of Business Alliance, Inc.

March is National Women's History Month. Congress declared this month in 1987; a time to honor the extraordinary achievements of American women! Women business ownership is one area of such achievement in our country.

The International Franchise Association has seen a 10% increase of women franchise owners from 2007 to 2017! Additionally, the National Association of Women Business Owners (franchise and non-franchise) state that more than 11.6 million firms are owned by women, employing nearly 9 million people, and generating \$1.7 trillion in sales as of 2017!

Cheers to those women who choose entrepreneurship. May these numbers continue to increase as gender should never be a factor that relates to the success of the business. A franchise business can offer women an exciting opportunity that is proven, well supported, and predictable! Finding the right fit is what our Registered Franchise Consultants do! Take the journey of discovery and find out more!

FOR MORE INFORMATION ON  
FRANCHISING PLEASE CONTACT:

Colin at CM Franchise Consulting

Email: [colin@cmfranchiseconsulting.com](mailto:colin@cmfranchiseconsulting.com)

Phone: 888-325-8056 or 651-294-9101