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BIBLE STUDY

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The Upside Down Pyramid

By Rick Grossmann, Co-Author, "Franchise Bible"

The decisions you make as a franchisor will impact the overall _____ of the organization.

The Three Lenses are:

1. _____
2. _____
3. _____

All decisions should be run through the _____ of these lenses

This should be your mantra: "The Franchise Owners _____."

The _____ lens will reveal a lot about the outcome of the decision.

The _____ lens... is a gauge of the overall franchise community's level of trust and satisfaction toward you as the franchisor.

The best way to implement the three lens philosophy is to get your _____ training and _____ team involved in the process.



Involved in the franchise industry since 1994, **Rick Grossmann** franchised his first company and grew to 49 locations in 19 states. He franchised his second company then served as the CEO and Marketing Director. He's the co-author of "The Franchise Bible," published by Entrepreneur Press, and currently works with a variety of franchise brands.

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