

Training plays vital role in franchising

The franchise model is one that offers the entrepreneur the benefit of added support, particularly in providing assistance in training new franchisees and employees to make sure the business is run in the best manner according to tried and tested plans.

By [Tanya Spence](#) 11 Mar 2014



Tanya Spence

Aside from affording a business owner the opportunity to invest in an established brand, the training plays a vital role in ensuring the progression of the business. Without it, staff will not be able to reach the goals of the company and they will not be able to advance and achieve their own potential.

Ops manual

Training conducted in a franchise is based on the operations manual, which serves as a 'textbook' to franchisees and their staff. With the manual in hand, training usually starts by introducing the franchisee to corporate headquarters and staff to initiate the important relationships that need to be maintained whilst the franchisee is part of the group. Once familiar with head office and the team, the franchisee and any new staff members will undergo training on the production of the products they will sell, to ensure a thorough understanding of the standard that needs to be met.

Once the product is understood, franchisees and other employees are then trained on elements such as customer service, product cost calculations, safety and security, dealing with team members as well as the reporting system that needs to be utilised to measure the progress of the store on a daily basis. As it is important for trainees to get a full understanding of the environment that they will be working in, on-site training is usually best as employees are trained in actual working scenarios. 'Learning by doing' is the most effective way to attain and retain knowledge.

Of course, training is useless without exercising the right discipline and consistency, making it imperative for guides such as training, recipe and operations manuals to be followed diligently, not only in an educational set up but in day-to-day practice. Consistency after training is ensured by offering refresher programmes on an ongoing basis as well as conducting performance reviews every six months, to ensure employees are kept on the right track.

Training benefits

- Improves morale of employees: Training helps the employee to feel safe and satisfied in their position. The higher the satisfaction level the employee experiences, the greater is his/her morale, which in turn

will motivate them to contribute to organisational success.

- Assists in lessening accidents: Errors are likely to occur if employees lack knowledge and skills required for doing a particular job. With more training comes a greater understanding of the tasks, with the result of fewer chances of accidents occurring.
- Increases productivity: Training improves efficiency and productivity of employees. Well-trained employees show both quantity and quality performance as there is less wastage of time, money and resources if employees are properly trained. Employees who feel appreciated and challenged through training opportunities may feel more satisfaction toward their jobs.

ABOUT THE AUTHOR

National Operations Manager for Sandwich Baron,

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