

LIVE WED 10/30 2PM ET / 11AM PT

HOW TO USE

LEADERSHIP PRINCIPLES

**TO GROW YOUR
FRANCHISE SYSTEM**



WITH
DANIELLE & CHAD REYES
LION'S PRIDE LEADERSHIP



CHARLES N. INTERNICOLA
THE INTERNICOLA LAW FIRM



 **Lions Pride**
LEADERSHIP & BUSINESS
CONSULTANTS

Chad & Danielle Reyes are Co-founders and Visionaries of Lions Pride. They have been working with entrepreneurs and business leaders for the past 17 years helping to coach, mentor and stretch them to become all they were designed to be. Mr. and Mrs. Reyes have a passion and gifting for business, strategic planning and how to effectively communicate and motivate others to fulfill their vision.

This passion has lead Mr. Reyes and his beautiful wife and business partner Danielle to find fulfillment in empowering the next generation of leaders in their community via lamEmpowering.org, which is an organization both Mr. Reyes and his wife co-founded to equip and nurture the leadership and entrepreneurial gifts of youth (13 to 18 year olds) to become the next generation of change agents.

Lions Pride Leadership Company is a leadership company designed to help entrepreneurs and business leaders get to the next level by helping them focus on the 8 critical areas of their business which is vital for continued growth and success.

CHAD & DANIELLE REYES

Lion's Pride Leadership
lionsprideleadership.com



Primary Goals of Lion's Pride Leadership

To help entrepreneurs and business owners win by helping them increase their overall level of joy, fulfillment and profit through the utilization of our Master Operating System™.



Views on Leadership



We believe that Leaders are not born, they are developed.

If you look at any great organization, they are lead by leaders who understand both people and the importance of proper systems.

All too often, entrepreneurs spend tremendous time on their business plan, financing strategy or marketing plan and very little time on how to effectively understand what motivates each of their team members.

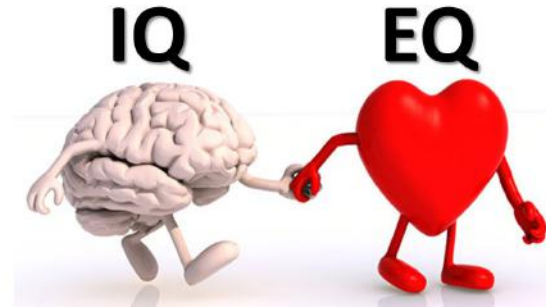
Yet the organizations which are most profitable and have the highest level of employee satisfaction understand that the greatest investment they could ever make is in their people since their people are the ones dealing with their customers.

Connecting the Dots: Why is Leadership and Leadership Training so Important?



Why Leadership is so Important

- Everything rises and falls on leadership.
- The better the EQ (Emotional Quotient) of a leader, the higher the probability of that organization succeeding.
- Often our society has put so much emphasis and value on the IQ (Intellectual Quotient) and much less on EQ.
- We believe that the organizations which will flourish in the years to come will have a focus on the IQ + EQ, we call this building a L.O.V.E. Driven Culture.



How can these principles help franchisors build a foundation to create a franchise system that survives and thrives?



Let's take a look at one of the most successful franchises out there, Chick-Fil-A, regardless whether you like them, stand for them or not, they have created a model which creates repeatable success. The average Chick-Fil-A has more revenue combined than the average Starbucks, McDonalds and Subway. That is mind blowing! Their formula is pretty simple...

1

They look for a **specific type** of owner/operator

2

Their **due diligence** process is very in depth and thorough

3

They require that owner/operator to only operate **1 location.**
What you put your attention on increases

4

They **build a true partnership** and provide the owner/operator with the tools to become wildly successful

What is the Foundation of Successful Leadership

The people are the true asset. Nothing more. Nothing less.



What are some leadership steps and qualities that you recommend and that our clients can implement now?



Great Leaders...

1st: Know the Condition of their Heart

2nd: Commit to Being Lifelong Learners

3rd: Value the Journey more than the Destination

4th: Stay in their Area of Giftedness

5th: Value People

6th: Create Systems for Freedom

7th: Create Healthy Boundaries in all Area of Their Life

8th: Focus on Others

9th: Make their Purpose Bigger than their Problems



What are some of the biggest leadership mistakes?

Organizations not having a systematic way of developing their top leaders within their organization.

Example where leadership qualities transformed an organization - where you can connect the dots between leadership - dollars and growth.



Client with 150+ employees hired us to help them increase their sales.

I mentioned to the owner that we are not a sales coaching company but that we could help them. He was a bit confused since he was looking for someone to help with sales.

A lack of sales is not a sales training issue, it's a leadership development issue.

With that said, I went on to show him that training their sales force to better understand their customer and increase their EQ would ultimately lead to increased sales.

Result: The clients average sales in October of 2018 was \$1,389,000 and by September of 2019 it's average was \$1,720,000. An increase of 23.83%

OPEN Q&A



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