



GET SMART
SERVICES

work smarter and skyrocket to Greater Success

SPEAKERS KIT

by

JAN TIMMS





“Jan is an enthusiastic presenter who really understands the dynamics of franchising based on her in depth research and lots of hands on franchising experience.”

Greg Nathan, Founder, Franchise

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IT'S NICE TO MEET YOU!



Hi, I'm Jan

I know that franchising is a tough, all but rewarding, gig! It's just not like other businesses. You can't just tell franchisee partners what to do! You introduce awesome programs and initiatives to help them thrive and grow in the future, but many just don't get it, they resist change, and they keep on doing what they've always done.

I used to struggle with the exact same thing and this created an itch that just had to be scratched, so 10 years ago I embarked on a journey of empirical research that compared the strongest most successful franchise systems in the world with ordinary, lower performing franchise systems.

My research team helped me to sift through and make sense of the mountains of evidence gathered and we developed what we now refer to as **'The Ultimate Franchising Success Formula'**.

My biggest passion is using the success formula to drive success in franchising. In fact my company, Get Smart Services, was founded with one specific purpose in mind. To help franchise groups achieve extraordinary results. We only work with franchise groups; our expertise and skills and experience are all around franchising. We are driven by a simple Unifying Vision — we are compelled to share the success formula and help franchise groups successfully implement programs and initiatives that drive business success.

As a keynote speaker, I share the 12 silent killers of franchising that were identified in the research and the 5 essential elements for success in franchising that make up the formula. **'The Ultimate Franchising Success Formula'** is a superpower that can — and should — be understood and embraced by every member of the franchisor team. That's why I make my presentations fun, entertaining, and practical.

In the following pages, you'll learn a bit more about me and a few of my signature programs, all of which are available virtually and in-person and include supplemental materials to help your audience put the formula into practice.

I'd love the opportunity to connect, learn more about your event and how I might be able to help you. Feel free to connect with me by phone or email, or grab time in my calendar.

Regards,

Jan

WHO IS JAN TIMMS?

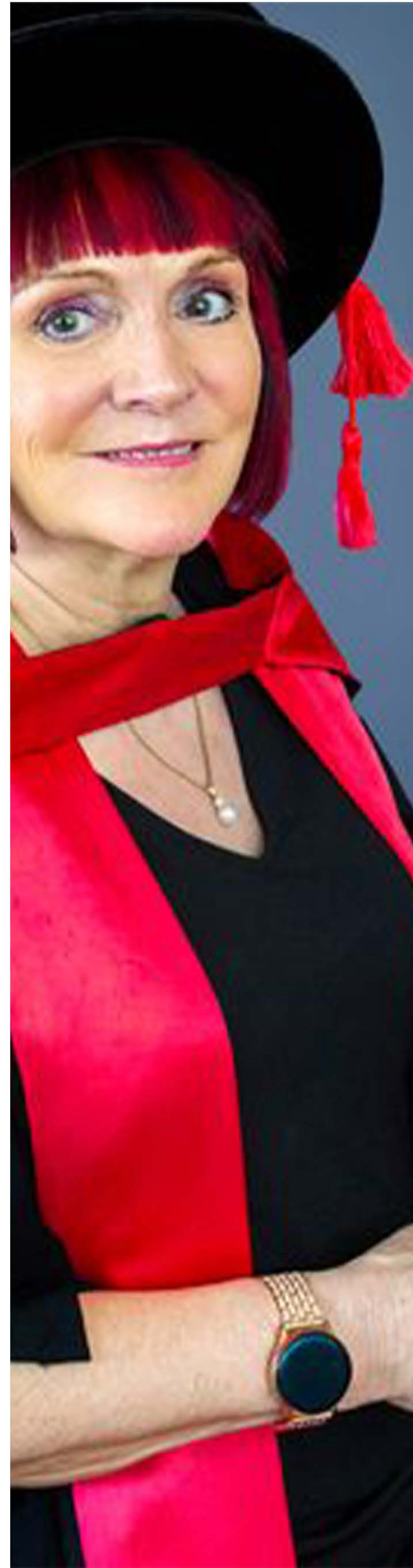
Jan founded Get Smart Services in 2011 after spending fifteen years in franchise sector senior management roles. She completed a seven-year empirical research study in 2020 that created an evidence-based formula for success in franchising and became the catalyst for her bestselling book **'The Ultimate Franchising Success Formula'**.

Jan is an award winning business women and well known franchising all rounder with many years of practical experience in sales, marketing and learning and development, as well as creating and subsequently selling several successful businesses of her own.

She has enjoyed a very successful career underpinned by a strong theoretical framework gained through completing a PhD research study on franchising success factors, a Master of Management, a Graduate Diploma in Learning and Development (L&D), a Diploma of Marketing and a Diploma of Franchising.

After a successful career in sales and then sales management in the corporate sector, Jan started her franchising journey as General Manager of a large company-owned franchise operation. Over 2½ years, she led a team of 40 employees to drive annual turnover from \$2.5 million to over \$5 million.

She then headed up the people development function for an international franchise group, establishing a Learning Academy from conception through to implementation and then Registered Training Organisation (RTO) status. These days Jan uses her skills, knowledge and practical business experience to help and support Get Smart Services clients to achieve extraordinary success when implementing her powerful evidence-based formula in their business improvement programs and initiatives.



PRESENTATION TOPICS TO DRIVE SUCCESS IN FRANCHISING

HOW TO ACHIEVE EXTRAORDINARY RESULTS IN FRANCHISING

60 to 90 minute keynote or a condensed 20 to 30 minute presentation

How would your franchise system change if the number of wealthy successful franchisee partners doubled? Tripled?

What would it mean if you were able to reach the great heights of the world's strongest, most successful franchise systems?

The success of any franchise system depends on its ability to develop wealthy successful franchisee partners, this is what drives their economic engine.

In this presentation, Jan shares a proven, evidence based method for success in franchising that emerged from 7 years of empirical research about what strongest most successful franchise systems in the world do that the lower performing systems don't

BY THE END OF THE PRESENTATION, AUDIENCE MEMBERS WILL:

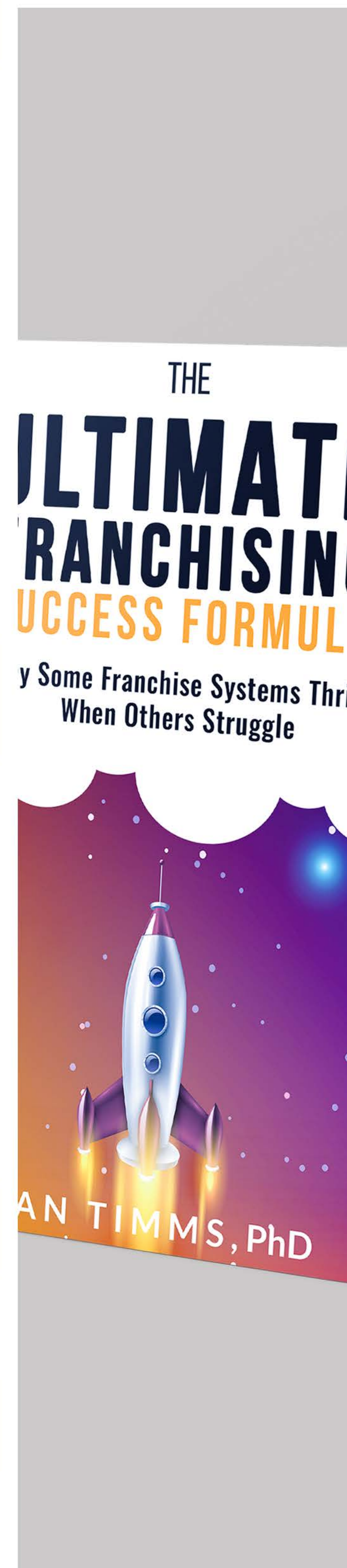
- Learn how they can leverage the success formula in their franchise system
- Recognise and then basically eradicate the 12 silent killers that lurk in franchise systems and hold back success so they can get on with driving their network towards the kind of success enjoyed by the world's strongest and most successful franchise groups.
- Understand the 5 essential elements for success in franchising that make up what we refer to as 'The Ultimate Franchising Success Formula'. This is the solution to the silent killers
- Be given a method that will help them set their success formula priorities so that they can get their engine cogs turning, building momentum and driving their franchise system to greater levels of success.
- Know how to begin to apply the success formula in their franchise network.

THIS PROGRAM IS PERFECT FOR:

Established franchisors | Emerging franchisors| Entrepreneurs considering franchising their business

BEYOND THE STAGE BONUS:

To help ensure adoption of the techniques shared, Jan works with every client to customise a content strategy for before and after the event. Added value at no extra cost!



PRESENTATION TOPICS TO DRIVE SUCCESS IN FRANCHISING

GET BRIGHT STARS INTO YOUR FRANCHISING GALAXY

20 to 30 minute presentation or longer interactive workshop

Successful franchise systems know that bright stars are their most valuable asset.

They apply systems that replicate bright stars and help duller stars to shine at new levels of brightness. They also have the rigour and discipline to exit dull stars who just won't shine no matter how hard they try!

If you are an established franchise system many bright stars are already present. But do you have a star replication system in place to replicate star franchisee partners, star franchisor team members and star franchise business team members?

Have you extended your star replication system to include star supplier partner replication and star client replication?

In this session, Jan shares the process and methods for attracting and selecting new bright stars and a system for motivating duller stars to shine more brightly and rewarding the brightest stars

BY THE END OF THE PRESENTATION, AUDIENCE MEMBERS WILL:

- Apply a navigation system for replicating stars
- Build a star builder picture of an ideal franchisee partner and the ideal franchisor and franchise business team member for each role in their system
- Extend the star building concept and identify the star behaviours of ideal supplier partners and ideal clients to turn into advocates for their brand
- Create selection and recruitment tools based around star builder categories and identified star behaviours
- Create a motivation and reward action plan

THIS PROGRAM IS PERFECT FOR:

Field Support Managers | Franchise Development Managers | Learning and Development Managers | Established franchisors | Emerging franchisors | Entrepreneurs considering franchising their business

BEYOND THE STAGE BONUS:

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PRESENTATION TOPICS TO DRIVE SUCCESS IN FRANCHISING

ENGAGE AND TURN YOUR KNOWLEDGE CREATION ENGINE COGS

20 to 30 minute presentation or longer interactive workshop

A widespread issue in franchising is having irrelevant or outdated operations manuals! Yet the operating system is what we sell in franchising — right?

Study after study proves that knowledge or know-how is vital for business success in franchising and provides vital fuel for your stars. Know-how is your only true competitive advantage as a franchisor, and your capacity to transfer know-how, and the ability of franchisee partners to learn and apply that knowledge on the job, are critical factors of the Ultimate Franchising Success Formula.

A strong Unifying Vision to become the best in the world at developing successful franchisee partners will generate an insatiable know-how appetite for everyone in the franchisor team.

In this presentation Jan shares her simple process for locating the know-how that exists throughout a franchise network, and then capturing and refining it into vital fuel for your stars. She will show you how to ignite your fuel and protect it in a living knowledge fuel tank that replaces your outdated, irrelevant operations manual.

BY THE END OF THE PRESENTATION, AUDIENCE MEMBERS WILL:

- Understand that knowledge creation is the responsibility of everyone in the franchise network
- Be motivated to bring your operations manual to life by creating a living knowledge bank
- Know how and where to look for know-how — from both within and external to your own system
- Learn how to refine the know-how into premium grade rocket fuel and then protect it in a suitable fuel tank
- Consider various ways to effectively and efficiently deliver knowledge to your stars

THIS PROGRAM IS PERFECT FOR:

Franchise Operations Managers | Field Support Managers | Learning and Development Managers | Established franchisors | Emerging franchisors | Entrepreneurs considering franchising their business

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PRESENTATION TOPICS TO DRIVE SUCCESS IN FRANCHISING

CREATE OPTIMAL GRAVITATIONAL CONDITIONS FOR CULTURE & COMMUNICATION

20 to 30 minute presentation or longer interactive workshop

Harmful gravitational conditions can show up as disengaged, disgruntled franchisee partners and poor participation in franchisor programs and initiatives. This can create passive resistance, hidden agendas and open hostility.

There is overwhelming evidence that optimal gravitational conditions for a franchise system are to structure the franchisor organically, to facilitate cooperation and collaboration. Foster a healthy culture, understand and accept that the interdependent nature of franchising requires balanced, rather than coercive use of power because using coercive power leads to erosion of trust and franchisee disengagement.

The evidence from multiple franchising research studies over several decades reveals that when these conditions are present and they are matched with collaborative communication, the result will be improved business performance.

In this presentation Jan covers common mistakes that franchisors make with their communication strategy and how to fix them by implementing actionable steps for creating optimal gravitational conditions and matching these with collaborative communication.

BY THE END OF THE PRESENTATION, AUDIENCE MEMBERS WILL KNOW HOW TO:

- Structure their system organically
- Cultivate a disciplined culture that is supportive with embedded trust, encompassing learning orientation, cooperation, collaboration and relationship commitment.
- Seek win-win above win-lose
- Match communication strategy to optimal gravitational conditions to achieve improved business outcomes
- Use communication accelerators to achieve efficiency and free up time for quality rich communication strategies

THIS PROGRAM IS PERFECT FOR:

CEOs, Founders and everyone in the franchisor team | Established franchisors | Emerging franchisors | Entrepreneurs considering franchising their business

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PRESENTATION TOPICS TO DRIVE SUCCESS IN FRANCHISING

DEVELOP A HIGH CALIBRE FIELD SUPPORT SYSTEM

A common problem for franchisee partners is franchisors not providing the support services promised or, to the extent promised and the most frequent problem they complain about is lack of franchisor support.

Field support is arguably the most important role in franchising, it is also probably your most challenging area. The evidence strongly supports the notion that providing high calibre field support is an essential element of success in franchising.

A systematised approach to developing successful franchisee partners is a must for success in franchising, and this needs to be diligently applied by high calibre field support specialists.

In this session Jan shares her simple Five Star Business Boost system and how it can be used to develop wealthy successful franchisee partners

BY THE END OF THE PRESENTATION, AUDIENCE MEMBERS WILL:

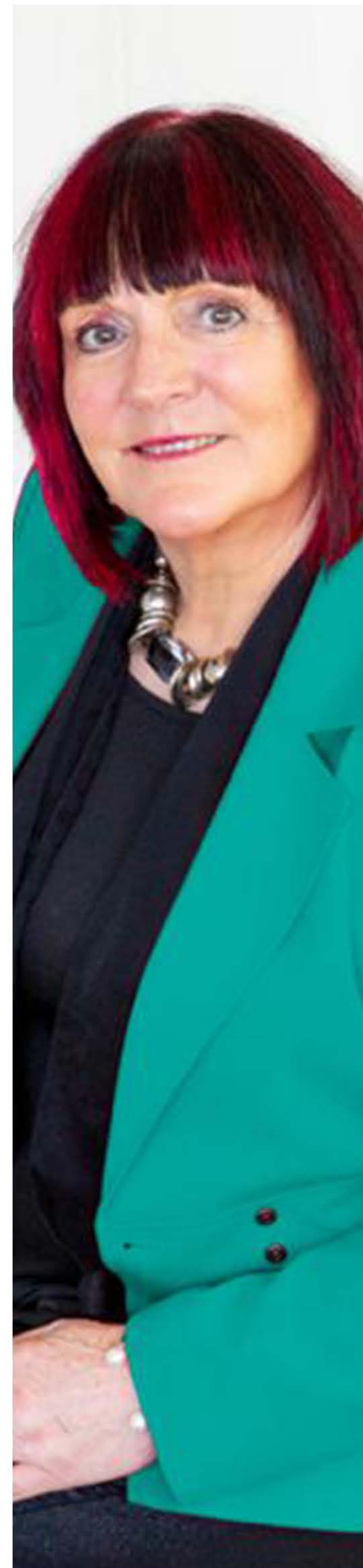
- Identify field support time wasters
- Define the what, how and when of field support
- Design a Five Star Business Boost system
- Prepare the field support team to use the new system
- Launch the system and turn franchisee partners into raving fans

THIS PROGRAM IS PERFECT FOR:

Franchise Operations Managers | Field Support Managers | Learning and Development Managers | Established franchisors | Emerging franchisors | Entrepreneurs considering franchising their business

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PRESENTATION TOPICS TO DRIVE SUCCESS IN FRANCHISING

BUILD A LEARNING TRANSFER STATION TO FUEL UP YOUR STARS

20 to 30 minute presentation or longer interactive workshop

Training doesn't work! 40% of learners fail to transfer what is learned to the workplace. A further 70% have faltered in learning transfer within twelve months and only 50% of investment in training results in business improvement!

So what should you do? Stop investing in training? No! This will only make the situation worse. The answer here is not to cut back on training but to change our mindset. A paradigm shift is needed, forget training, it doesn't work. Learning and lasting behaviour change is what's needed.

Training is what the trainer delivers. Learning is what the training participant receives. Training without learning is useless and learning without the transfer of learned behaviours to on-the-job action is a failure.

In this session Jan draws on her 20 plus years of learning and development experience in the franchising sector and shares how to turn your training function into a learning transfer station that develops learned behaviours that transfer to on-the-job action.

BY THE END OF THE PRESENTATION, AUDIENCE MEMBERS WILL LEARN ABOUT:

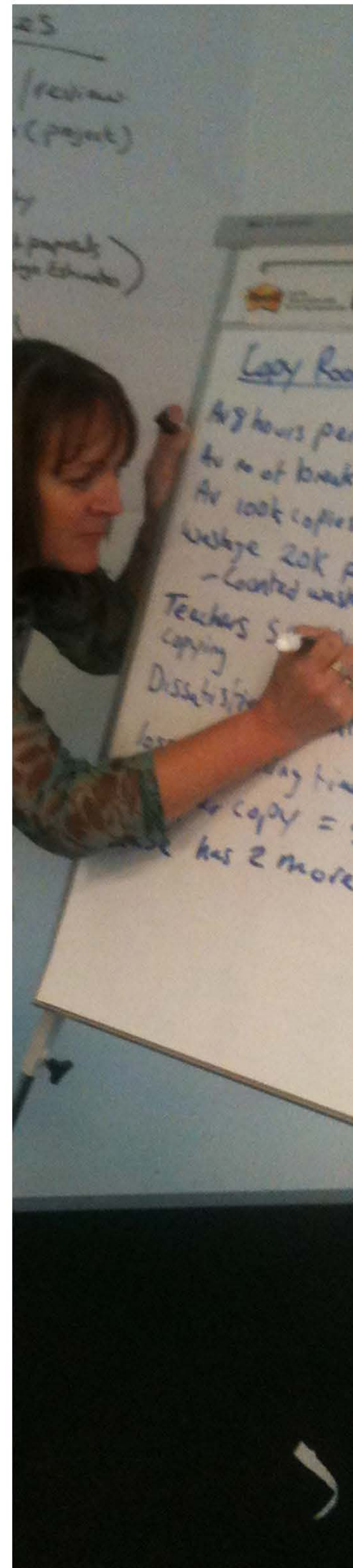
- Identifying learning needs
- Using the WICKAM fuel additive to achieve lasting learning and transfer into action
- Delivering learning programs effectively and efficiently through blended learning methods
- Assessing and reinforcing behaviour change
- Measuring business outcomes and return on investment from investment in the learning transfer station

THIS PROGRAM IS PERFECT FOR:

Learning and Development Managers | Field Support Managers | Franchise Operations Managers | Established franchisors | Emerging franchisors | Entrepreneurs considering franchising their

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PRESENTATION TOPICS FOR FRANCHISING PARTNERS

A FORMULA FOR BOOSTING FRANCHISEE PARTNER SUCCESS

60 to 90 minute keynote presentation or a condensed 20 to 30 minute presentation

Launch your Five Star Business Boost system with a big splash at your national franchise conference!

You are a franchisor that has embraced 'The Ultimate Franchising Success Formula'. You have designed a Five Star Business Boost system aimed at developing wealthy successful franchisee partners because you know this is what drives your economic engine. You now need your franchisee partners to participate and engage with the Five Star Business Boost process. You want to help them to embrace changes that will future proof their business by taking Five Star Business Boost action steps.

In this presentation, Jan shares her proven, evidence based method for success in franchising with franchisee partner audiences. She helps them to understand the success formula elements and how the Five Star Business Boost system is going to help their franchise business skyrocket to greater levels of success

BY THE END OF THE PRESENTATION, AUDIENCE MEMBERS WILL:

- Become raving fans of the Five Star Business Boost system
- Appreciate the actions taken by their franchisor to eradicate silent killers and apply the 5 essential elements for success in franchising
- Know how to work with field support managers to leverage the Five Star Business Boost system in their franchise business
- Begin the process of setting personal business boost priorities
- Identify first step actions that will start to build momentum and drive their business to greater levels of success

THIS PROGRAM IS PERFECT FOR:

Launching the Five Star Business Boost system to Franchisee Partners at a national franchise conference or franchisee partner forum

BEYOND THE STAGE BONUS:

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PRESENTATION TOPICS FOR FRANCHISING PARTNERS

EMBRACING A PROACTIVE SALES CULTURE

60 to 90 minute keynote presentation or a condensed 20 to 30 minute presentation

Do you need to transform the operationally focused reactive order takers in your network into skilled proactive outbound salespeople?

How would your business change if franchisee partners doubled or tripled their lead conversion rate?

National marketing can do a great job generating leads and enquiries but unless franchisee partners are skilled and proactive at converting leads and enquiries into orders and then proactively maximising every sales opportunity many of the leads just go cold.

This presentation is often used to launch one of Jan's customised bespoke sales learning programs for franchisee partners and their team. This presentation will inspire and motivate participants to embrace a proactive sales culture by converting enquiries into first orders, building trust relationships and converting first order customers into maximised loyal clients and advocates for your brand.

BY THE END OF THE PRESENTATION, AUDIENCE MEMBERS WILL LEARN HOW TO:

- Convert first orders into regular clients
- Build trust relationships
- Ask the questions necessary to better understand their customers' unique and often unspoken needs
- Identify opportunities to add value by offering suggestions and advice
- Protect themselves from customer switching by applying lapsed customer prevention techniques

THIS PROGRAM IS PERFECT FOR:

Launching a bespoke sales learning program to Franchisee Partners at a national franchise conference or franchisee partner forum, or just inspiring franchisee partners and front line team members to get

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CUSTOM PROGRAMMING

CAN'T DECIDE?

Great news: You don't have to!

Whether you're looking for a mix of multiple program elements in one presentation or hoping to book a combination of keynotes, workshops, and/or breakout sessions at the same event, Jan is skilled at customising content for every audience. In fact, it's one of her trademarks! Give her a call today and she'll listen to your objectives and make suggestions for a custom program that aligns with your goals, ensuring success during and after your event.

CONTACT DETAILS

Jan Timms

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CLIENT TESTIMONIALS



“Jan is an enthusiastic presenter who really understands the dynamics of franchising based on her in depth research and lots of hands on franchising experience.”



“Jan is an accomplished, impactful speaker and very knowledgeable about her subject matter. Definitely recommended! Her engaging content and passionate delivery win her fan’s for life.”

- Rob Dallimore, MD, Worldwide... more than just print



I was fortunate to be able to read a copy of Jan's book in late 2022. It's an insightful, clearly structured and valuable tool for any aspiring or existing franchisor to put to use. The more I read, the more I knew I wanted the opportunity to speak with Jan, do an interview and share that more broadly within my network. In our discussion Jan clearly articulated key learnings from her research and some targeted insights that are laid out in her book for franchisors.

For those folks who were listening and gave me feedback later, the concepts and actions required (actually that are maybe demanded!) by the silent killers Jan has identified are clear!

Great reading and great to listen to Jan's wisdom."



Jan is a great presenter. The session at Kwik Kopy was very well received and more importantly very valuable.

- John Sexton, Chief Operating Officer, Kwik Kopy Australia

CLIENT TESTIMONIALS

Having recently joined the team at Worldwide Printing Solutions, one of the first things I received was a 5 day 'crash' course in the business alongside specific training for my new role. The facilitator for this training was Jan Timms.



I can't speak highly enough about Jan. Her knowledge was excellent and the course well planned out and prepared. She spoke and presented well in front of the group and ensured participation through smart discussion topics all the while steering the direction of those conversations to tease out key points.

I would recommend Jan to any organisation looking for training in sales, management or marketing though I suspect these might be the tip of the iceberg in terms of her knowledge and expertise.

I look forward to spending more time learning from her soon.

- Michael Basc, Field Support Manager, Worldwide Printing Solutions



Jan puts so much energy into her presentations! I have attended many sales presentations and learning programs in my previous jobs with BMW and Hyundai and I must say Jan's presentation style was very good and up to that standard. I am very confident that this B2B learning program will help me take my franchise business to the next level and I am inspired and motivated to put what I have learned into action.

CLIENTS AT A GLANCE



INVITE JAN TO SPEAK

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