



Case Study

PeopleBest Analytics Predicts Future Franchisee's Revenue

Global leadership franchisor find PeopleBest's human performance analytics platform critical to selecting only the most successful franchise prospects.





Situation:

A global franchising organization in the leadership development space has the goal of doubling their franchise business partners as quickly as possible.

The franchisor has developed an extremely successful system that empowers franchisees to help business owners achieve strategic and operational success through their proven processes. The selection of high-quality franchise owners remains a top challenge for our client.

The current selection process has produced inconsistent results with a success rate of less than 40%. This has resulted in many franchisees failing to recover their upfront franchise costs.

The task of finding successful, 10X producing franchise owners can be quite challenging.

The most successful franchisees need to be adept at acquiring clients, being masters at helping C-level professionals develop

their vision and strategy and set into motion disciplined action steps to create processes that will lead to sustainable performance and leverage growth.

PeopleBest was tasked with codifying the identity of a successful franchisee in a platform that could be easily scaled by the client. There was no current system to accurately assemble the right combination of behavior traits that would impact the achievement of performance goals.



Strategy:

Five steps were used to discover the identity of a successful franchisee.

1. Prep:

To develop a baseline PeopleBest implemented a process review, analyze and code all the measures the client used to define what makes a franchise owner successful, beyond revenue numbers.

In this project, our client also used their internal “5 Values” as a component of success. We acquired the content needed to build this customized measurement in our software. The client had a list of 80+ items the wished to be included in our project to see which ones correlated highly to their best franchise owners.

2. Collect:

Once the analysis tool is programmed, the franchise owner population (650 owners) was informed of the project.

We shared our key objectives; to find and develop the best new owners in the organization as well as for PeopleBest to initiate its software out to the same population. As a thank you for their participation, franchisees received the PeopleBest 8-page Leadership Brief, which outlined their scores compared to the findings of Dr. Daniel Goleman’s 6 Leadership Styles.

3. Analyze:

Upon receiving a critical mass of participation (65% of franchise owners) to measure what traits, competencies, values and survey data correlated to a successful franchise owner the software began its comparison.

Our multi-factor correlation provided the exact ranges and importance of each trait, competency and element in the survey of the most successful franchise owners.

4. Validate:

Provide an overview of the most important traits, competencies, revenue data and a discussion of how this would impact their recruiting, on-boarding and life-cycle of their future franchise owners.

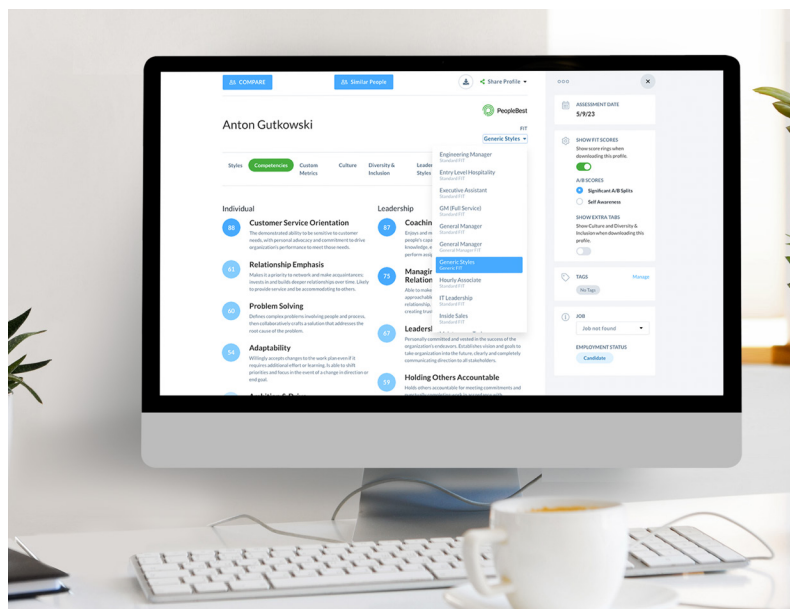
The impact to other parts of their business, especially in knowing where the gaps

Most importantly, we provided a measurement of how much a future franchise owner would produce in ‘Revenue’ within the first TWO years!

were within the existing franchise owners helped the training and development teams to pinpoint specific solutions to what an owner would need. Additionally, given the information of the backgrounds of their most successful owners, recruiting was able to source from the sources that have produced the best owners.

5. Predict:

Train our clients recruiting team to implement simple scores to help in their evaluation process. As part of this step we ensured there was also follow up ‘check-in’s’ to make sure they were understanding how to use scores and how to get future owners excited as they could feel more confident in their future success.





Results:

The impact of this solution, on behalf of our client, resulted in the following:

\$300M
New
Annual
Revenue



Hiring their next 600+ new franchise owners, using a score of 50 or higher would help them gain an additional \$300 million in future revenues each year compared to current franchise owners average revenue who scored less than 50.

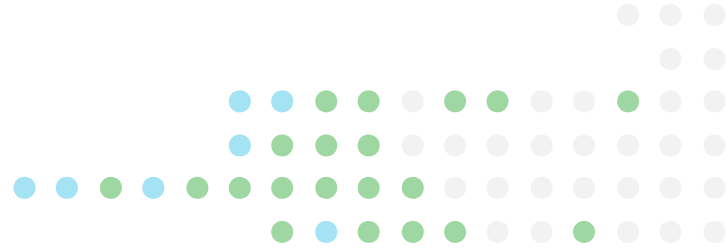
20%
of Franchises
IMPROVE
with
Targeted
Coaching



Creation of targeted coaching programs for the bottom 20% of their current franchise owner base - would result in approximately a \$5 to 10 million improvement annually.



Key Takeaways:



- 1 PeopleBest's ability to 'Predict Revenue Generation' is a groundbreaking innovation, setting the new standard in the behavioral analytics industry.
- 2 PeopleBest DNA results provide a customized solution to quickly evaluate future franchise owners capabilities beyond revenues, such as 'values' proves to enhance our clients culture.
- 3 The solution provides a blueprint for creating accelerated growth and success inside the entire organization using specific and measurable insights to adjust performance.
- 4 Future insights and data will only serve to make current models stronger and more accurate as time goes by.





Meet PeopleBest

"My goal for PeopleBest, when I started it back in 2005, was to find a way to accurately understand who a person was and combine that with what was expected in a job, team or company. Fast forward to today, where we specialize in using our AI-based software to bring together people for a mutually beneficial and successful outcome throughout the world.

As long as people and companies still need each other, we will continue to help each other achieve their highest potential and success."

- Jim Hunter - Founder/CEO, PeopleBest

PeopleBest specializes in using essential performance data and people metrics to discover the best talent for the job and 'FIT' for the culture. Their data-driven methodology results in a custom JobFIT per role through their proprietary analytics process.

Discovering the true drivers of 'FIT' for any role, ability to change with demand and support a culture where collaboration and trust position you as a 'Brand of Choice'. Book a demo and set up a time to chat with one of our specialists.

For more information visit: peoplebest.com or contact us at hello@peoplebest.com or call us at: **714.685.1020**.



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