

Stronger Together *Unlocking the power of unity in your franchise system*

Doing more with less, pushing harder for the same results, and asking your franchise community to conquer an increasingly competitive market requires a cohesive system, working in a collaborative, constructive, and unified culture. Sounds easy...right?

The key to achieving unity in a franchise system is to match personal and business **Visions, Values and Victories**.

In this presentation Troy will reveal the 5 steps to creating a true culture of unity in your business. Having been both a franchisee and a franchisor, he will draw from 30 years as a business leader in the 13 companies he has owned, and offer real world examples of how to develop a **Stronger Together** mentality and strategy in your business.

He will also step you through the **Stronger Together** strategies he has developed for some of the world's greatest brands; how they worked, why they worked and for whom they worked. Troy's presentation gives clarity to why **UNITY** starts with "U" and the power for how to:

- Align personal **Vision** with business vision to deliver clarity of purpose
- Develop a strategy for sharing **Values** to create 'culture consensus'
- Leverage a mindset of **shared responsibility** to share **Victory**
- Implement **Stronger Together** as a sustainable strategy in your business