

## How to Franchise Your Business with Kika Wise

In this episode, we share an interview from the archives of Women in Leadership Podcast. Annemarie Cross speaks with Kika Wise about how to franchise your business.

Kika Wise is an amazing role model to many — her children, franchisees and aspiring business individuals. She created her one-on-one assisted stretching business from the ground up. She realised that the solution to future problems was simple: people need to simply stretch more. Stretching can relieve issues like back pain, headaches, spinal issues, muscle tension and muscle pain.

At first, people doubted Kika’s franchising idea. They told her franchising is more work than it’s worth, but she wasn’t fazed one bit. She was determined to grow her business. Kika reached out online to franchising consultants and, through her diligence and determination, raised 13 locations and maintained momentum even through the pandemic.

This supplementary workbook will help you recall and take home key pieces of information from the interview and guide you to begin your journey to a systematic franchising approach.

### QUOTE TO REMEMBER

*‘The most important initial steps that have really worked for me are documenting every process that you go through’.*

### Activity: Franchising Your Business

#### I. Identify

In this section, recall the key points Kika discussed in the interview.

Who does this episode apply to?

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What is an important step to ensure clarity of roles and responsibilities?

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How did Kika explain her leadership style (as related to her past experiences as an employee)?

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Kika said having franchisees is like being \_\_\_\_\_ to them for 10 years.

There are questions Kika didn't initially ask potential franchisees. However, they later helped her identify the right people to franchise. What were these questions?

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Write down the three stages of training franchisees. What are the benefits of each stage?

1. \_\_\_\_\_

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2. \_\_\_\_\_

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3. \_\_\_\_\_

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When finding potential franchisees, where or who do you start with?

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This is something you have to do from the very beginning to have references.

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What do some business owners or entrepreneurs have a hard time giving up?

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As a follow-up to the previous question, business owners or entrepreneurs should have \_\_\_\_\_ in their employees.

## II. Explain

In this section, build on certain concepts mentioned in the interview.

What does it mean to be a role model? What kind of responsibilities and behaviours do you have to exhibit?

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Kika believes she's an authentic leader and prefers individuals who are easy to work with. What other qualities or aspects do you think are necessary to build the perfect team and have a great environment?

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Kika said you should prioritise yourself. She takes 20 minutes every day for alone time. She doesn't check emails or stay in touch. What other ways do you think are effective in loving yourself without affecting the output of your work or business?

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### III. Prepare

Create a sample or guideline for each of the three items below that would apply to your business or line of work. Remember that being specific is always best for future reference in case of problems.

#### A. Job Description

#### B. Onboarding

#### C. Monthly Calls

## How You'll Learn from the Activity

This supplementary workbook should help you remember and strengthen the concepts discussed in the interview. More importantly, you can think of practical ways to apply those ideas in your life.

Kika knows what it means to be a leader, role model and franchisor. Her experiences aren't just for aspiring or current franchisors. They can be for up-and-coming entrepreneurs, corporate executives and employees.

We need systems in place for order and organisation. We can never fully predict what today, tomorrow or the following week has in store for our career or business. You need to be diligent and document everything. We need the right people in the right roles because success rests on teamwork and collaboration.