SAMPLE REPORT

# Sample Franchise Onboarding Review

**This is a sample.** Nettlewood Pet Grooming is a made-up franchise, and every finding below is invented to show what a J Hunt Learning Franchise Onboarding Review looks like. It is not based on a real client.

| | |
|---|---|
| **Client** | Nettlewood Pet Grooming (fictional): mobile dog grooming, franchising for 3 years, 11 units, founder plus a two-person support team |
| **Package** | Franchise Onboarding Review · £450 · 1 week |

## Summary

Nettlewood has a strong operations manual, but no induction programme to teach it. New franchisees get the manual, a two-day visit and a WhatsApp group, then are left to work it out. That gap explains the three problems the founder raised: late launches, repeat questions to the support team, and a shaky first three months.

### The three changes that would make the biggest difference

1. Turn the manual into a sequenced induction plan that covers what to learn, in what order, from signing to day 90.
2. Add simple check-ins at 30, 60 and 90 days so problems surface before they need rescuing.
3. Build a “where to find it” guide so franchisees use the manual instead of messaging the support team.

## What I reviewed

Over one week I looked at everything a new franchisee sees and does between signing and day 90.

- **Documents:** the operations manual (84 pages), the brand guidelines, the pre-opening checklist and the welcome email.
- **Conversations:** 45 minutes each with the founder and the support lead, plus short calls with two franchisees who opened in the last year.
- **Records:** six months of questions in the franchisee WhatsApp group, sorted by topic.

## What's working well

Nettlewood is starting from a good place, so the job is to build on what's there rather than start again.

- **The manual is thorough and up to date.** Grooming procedures, van set-up and booking software are all clearly covered.
- **Franchisees value the founder's visit.** Both franchisees I spoke to named the two-day visit as the most useful part of their start.
- **The brand is clear.** The tone, values and customer promise come through consistently, which makes them easy to teach.

## Findings by stage

Most of the problems come from before opening, when franchisees are handed information but not shown how to use it.

### Signing to opening

- **The manual arrives all at once.** New franchisees get all 84 pages on day one, with no guidance on what to read first. Both franchisees said they skimmed it and "learned on the job".
- **The pre-opening checklist mixes admin and skills.** Insurance tasks sit next to grooming standards, so nothing shows what must be learned before opening and what can wait.

- **No one checks readiness before opening.** Launch dates are set by when the van arrives, not by whether the franchisee is ready.

### Opening week

- **The founder's visit depends on one person.** It works well, but there's no agenda, so it changes from visit to visit, and it can't scale past one or two openings a month.
- **Opening-week tasks aren't written down.** Franchisees weren't sure what "a good first week" looks like.

### First 90 days

- **Support only happens when franchisees ask for it.** The only contact is the WhatsApp group, so struggling franchisees go quiet until a problem is serious.
- **The same questions keep coming back.** About two in three WhatsApp questions over six months were already answered in the manual. The top three topics were booking software, pricing add-ons and van cleaning routines.
- **There is no measure of a successful start.** Nobody has defined what "on track" means at day 30, 60 or 90.

## Prioritised action list

Start with the first three: they cost little and tackle the biggest causes of late launches and repeat questions.

| # | Action | Fixes | Effort | Who |
|---|---|---|---|---|
| 1 | Split the manual into a week-by-week reading plan, from signing to opening | Manual dumped on day one | Low | Support lead |
| 2 | Write a one-page "where to find it" guide for the top 10 questions | Repeat WhatsApp questions | Low | Support lead |
| 3 | Add a readiness sign-off before the launch date is confirmed | Launches set by van arrival | Low | Founder |

| # | Action | Fixes | Effort | Who |
|---|---|---|---|---|
| 4 | Give the founder's two-day visit a fixed agenda and checklist | Visit depends on one person | Medium | Founder |
| 5 | Book 30-, 60- and 90-day check-in calls with a short agenda | Support only when asked | Medium | Support team |
| 6 | Define what "on track" looks like at day 30, 60 and 90 | No measure of a good start | Medium | Founder and support lead |
| 7 | Build a full induction programme so the support team can run onboarding | All of the above, at scale | High | J Hunt Learning, then your team |

## Next steps

Actions 1 to 3 can be done in-house within a month. Actions 4 to 7 are what the Franchisee Induction Programme delivers.

- **Do it yourself:** use this action list as your plan. A 30-minute walkthrough call is included to talk it through.
- **Have it built for you:** the Franchisee Induction Programme (6 weeks) turns these findings into a ready-to-run induction your team delivers. The £450 for this Review comes off the Programme price if you go ahead within 60 days.

## My guarantee

If your Review doesn't give you at least three practical changes you can act on, I'll refund the full £450.