

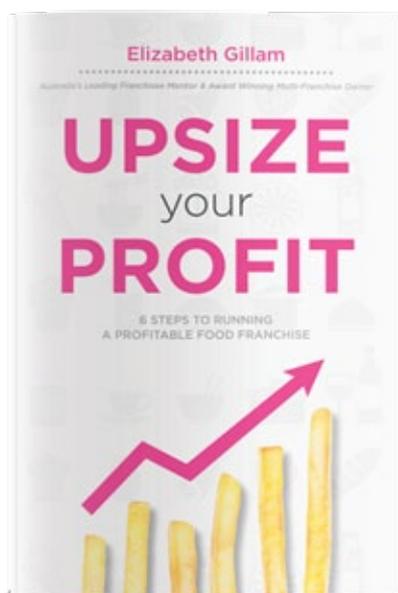
ACE YOUR CONFERENCE OR EVENT

with Elizabeth Gillam



Who is

ELIZABETH GILLAM?



From accountant to award winning franchisee, to author, mentor and now keynote presenter to franchisees all over Australia, Elizabeth Gillam is a powerful inspiration to franchisees everywhere.

Her 10 year journey as a food franchisee across three different food brands saw Elizabeth develop a 6 step process to **ACE** a franchised business. Her method teaches franchisees to **Analyse** their business and team; **Customise** their business and team to improve productivity; then **Enforce** these systems within their business and team to build profit.

Elizabeth has a stable of high performing franchisees that have completed her program. They boast about being amongst the group that have the highest average transaction value, the best audit and mystery shop results, time to spend on activities that they deem important and being the franchisors award winners.

Having been a franchisee herself and experienced first hand the day to day grind of running a franchised business, Elizabeth speaks with

credibility on her subject. She injects her personable style of presentation across the stage that leads the audience to look at themselves with new eyes and ready to implement changes immediately within their business and management style to improve their profitability and performance as a franchisee.

Elizabeth is generous with the knowledge she shares, but she leaves the audience with a “road map” on how to be a success with their franchised business. This road map is further detailed in her book “Upsize your Profit - 6 steps to running a profitable food franchise”.

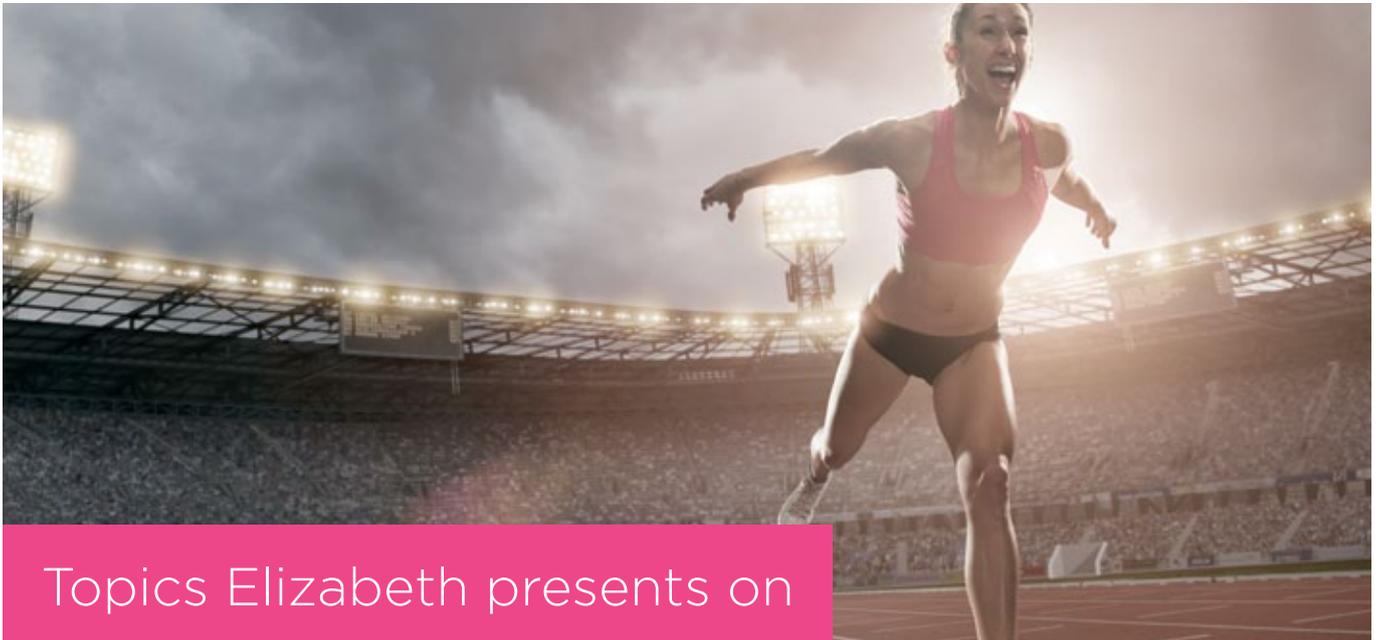
Elizabeth likes to give franchisees *peace of mind* by showing them how they can know in as little as 5 minutes each morning that their business is on track. Her presentations are warmly received not only because she breaks down information into bite-size actions that leave the audience with a great take-away, but because she shows franchisees how they can have more time, more money and a team that work together to deliver a quality product with excellent customer service.

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Topics Elizabeth presents on

ACE YOUR BUSINESS

6 steps to running a profitable food franchise

Elizabeth explains her framework on how to become a high performance franchisee. She shares her six steps that revolve around.

- **ANALYSING** the current business and team performance through identification of and understanding key performance indicators and benchmarking with other high performing franchisees within the brand.
- **CUSTOMISING** current operational systems over and above those required of the franchisor to ensure results are in line with, or exceeding the franchise benchmark, establishing a good operational in-store team and understanding how to use key performance indicators to maximise turnover and profits.

- **ENFORCING** good operational habits within the franchised business unit by implementing in-store systems that involve all members of the team not just the franchisee.

MORE

More money more time and more peace of mind

Elizabeth attacks the three common problems of franchisees;

- always chasing money;
- not having enough time to do the things you want, and
- having a team that just will NOT do as you have trained them

She shares the tricks she used in her three businesses to get her life back to enjoy the perks of owning your own franchised business.

FRANCHISEE LOVE

Love your brand, love your business, love your team and love 'YOU'

Elizabeth knows how important it is for franchisees to be passionate; to show their love. She shares with franchisees how important it is to love the brand and business they have bought into, and why loving your team allows the franchisee to enjoy life to the full.

PEACE

Know your business is on track by the time you have enjoyed your morning cuppa

Elizabeth shares how she and her husband implemented a monitoring system within their three franchised businesses that showed them within 5 minutes every morning that their businesses were on track and reaching the goals they had set to ensure profitability and operational excellence.

Presenting Services

Elizabeth can be booked to present keynote presentations, workshops, retreats, panels she can even be the MC at your next conference

She works closely with Franchisors to ensure that she knows the exact message that they need to get across to their franchisors. She then sets about tailor making the presentation to ensure that she

meets your needs and exceeds every expectation

Elizabeth speaks on authority on a range of topics relating to running a successful food franchise. Most of these topics she has already addressed in her book "Upsize your Profit".

Most importantly Elizabeth presents in the same way that she conducts all her business and that is she

uses her personable nature and her "hands on" experience to relate directly to the franchisee in a way that they immediately relate to. She is a very down to earth presenter who can connect with an audience regardless of where they are from or what their business may be. Elizabeth will leave any audience energised inspired and ready to take action.

WEBINARS

Technology is making it easier than ever to deliver training to vast groups of people quickly and effectively.



Choose your topic and Elizabeth will create a specific webinar which can be delivered pre-recorded or live to your entire franchisee group.

She's the type of person to happily share her knowledge and experience with others so they, too, can succeed in life.

**Scott Meneilly,
CEO Retail Zoo**

GROUP WORKSHOPS

Training your entire franchisee group can be a complex task. Elizabeth is available to travel around Australia to deliver specific training to smaller groups in half-day or full-day workshops.



Select your topics from any that Elizabeth covers in her Bronze training or from her book.

Each workshop attendee will not only leave the workshop energised inspired and ready to take action but also with a booklet covering all aspects that were covered in the workshop together with templates so that they can put the newly learned strategies into practice immediately.

CONFERENCE MASTER OF CEREMONIES

Isn't it hard to get a Master of ceremonies who understands the world of franchising? Someone who just does not simply introduce and thank the presenters but will inject excitement and enthusiasm into the room.



As a multibrand franchisee Elizabeth has attended many conferences and knows first hand what works and what doesn't. Talk to her about how to bring your conference alive.

Why choose **ELIZABETH GILLAM?**



Let's be honest, there are a lot of presenters out there who:

- Claim to be experts in being a franchisee
- Claim to know how to run a franchised business unit
- Claim to have all the answers

But if you want someone with:

- Credibility
- Real life experience
- Loads of passion

I personally asked Elizabeth to conduct a financial training seminar at one of our franchising conferences in order to teach Franchise Partners "best practice".

**Katherine Sampson,
Healthy Habits Founder**

You need to engage Elizabeth at your next conference or franchisee meeting.

She is:

- Easy to work with
- Committed to make your event as successful as possible
- On board to get your message across

Elizabeth presents in her own personable upbeat and energetic way to leave the audience:

- Enthusiastic and energised
- Ready to take action

Elizabeth individualises each presentation to suit your conference theme and purpose.

She can be booked for:

- Key note presentations
- Workshops
- Retreats
- Panels
- Master of Ceremonies

*“by the time you have
enjoyed your morning cuppa you will
KNOW YOUR BUSINESS IS ON TRACK
that’s peace of mind.”*

— ELIZABETH GILLAM —



Now if you are convinced that Elizabeth is the person to present to your audience – fabulous.

She will do everything she can to make your event a huge success.

Contact Elizabeth directly on
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Success