

A high-contrast, black and white close-up photograph of piano keys. The keys are arranged in a diagonal line from the top left to the bottom right. The white keys are bright and reflective, while the black keys are dark and have a matte finish. The lighting creates strong highlights and shadows, emphasizing the three-dimensional shape of the keys.

Franchisee-Franchisor Fit

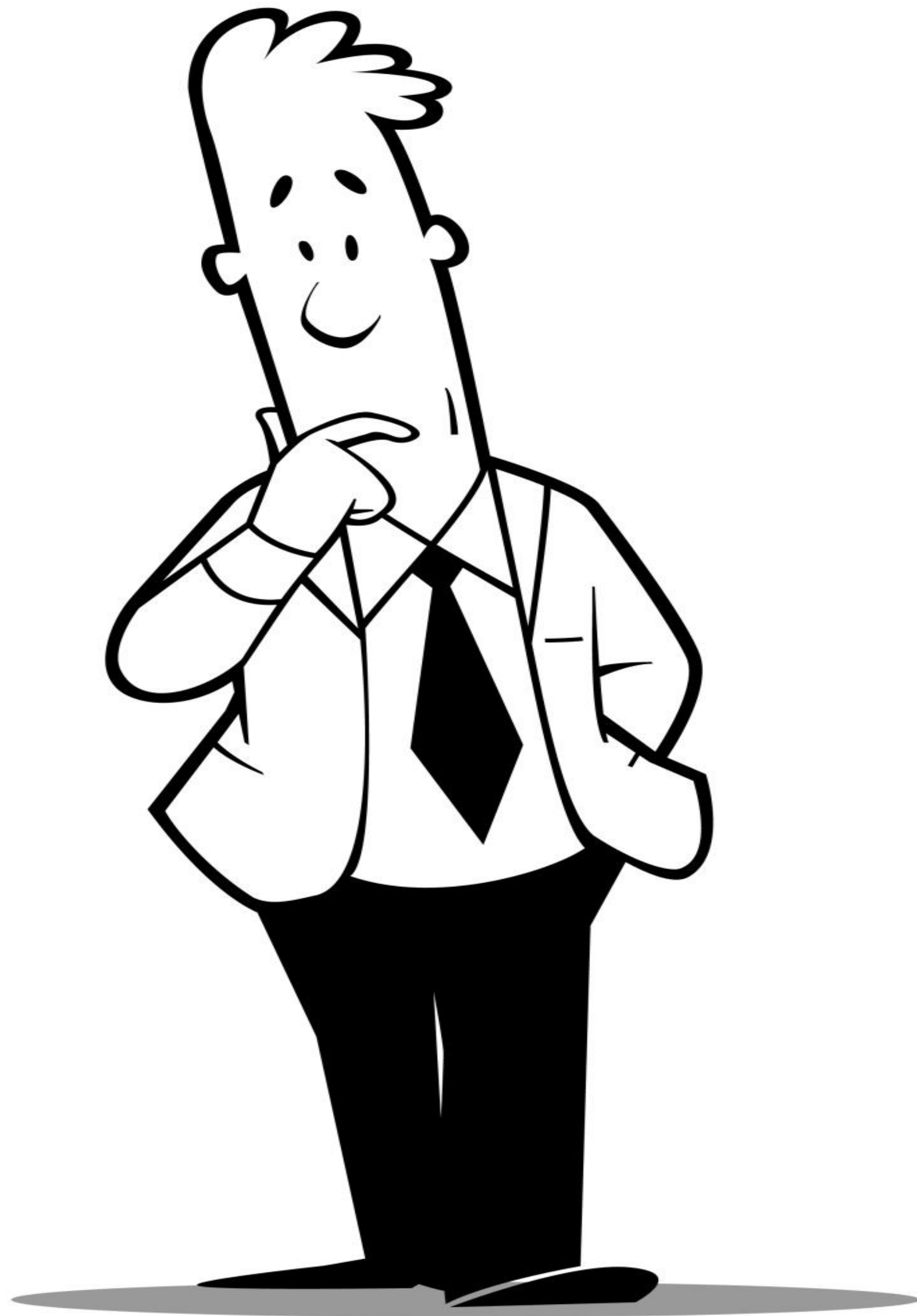


ZORACLE PROFILES

Smart. Scientific. SpotOn!

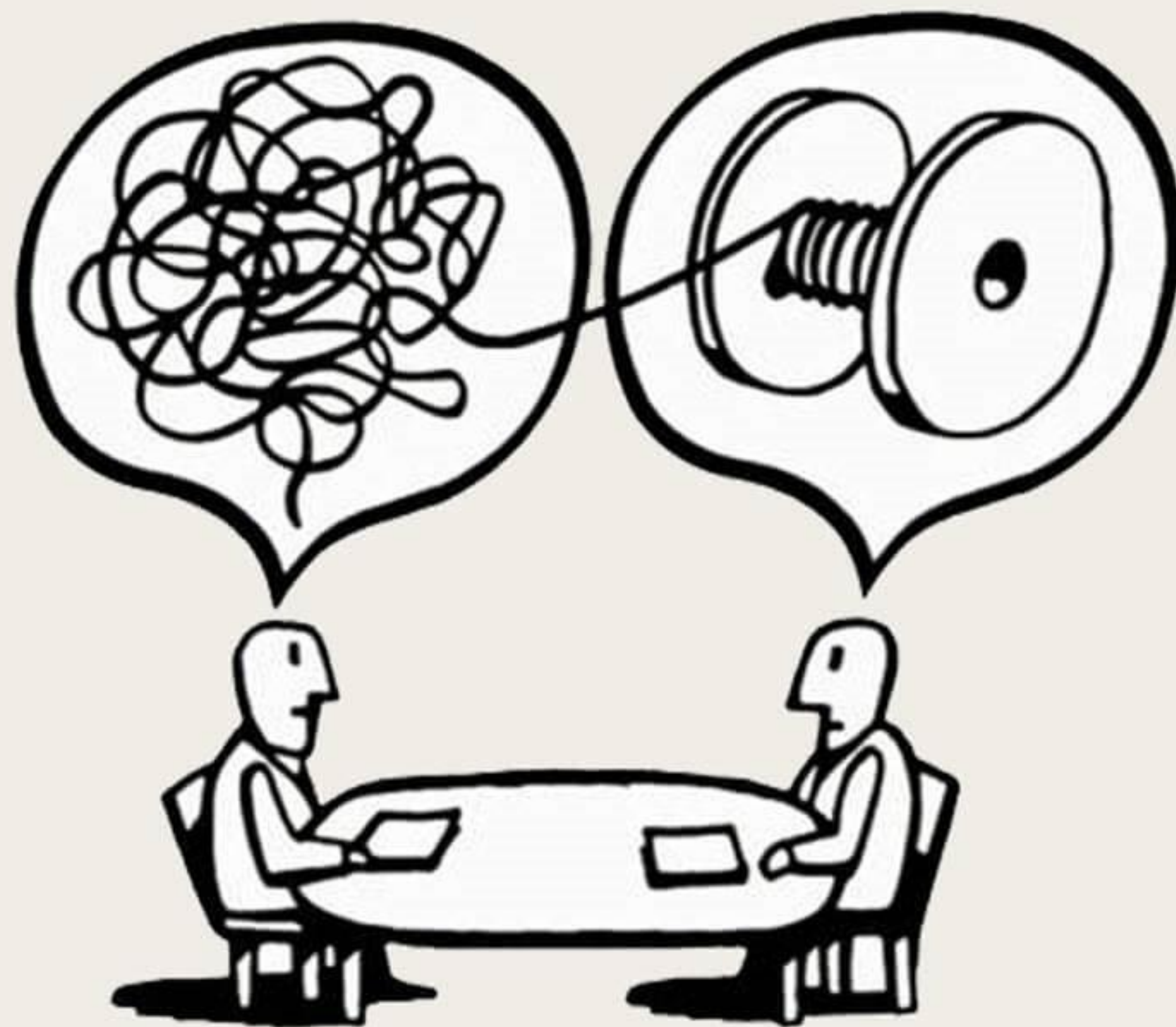
We are a franchise specific solutions provider offering a suite of customizable psychometric assessments. Our SpotOn! meta-analysis provides insight no singular profile, survey, algorithm or assessment can.

Our SpotOn! science determines franchisee-franchisor compatibility and predicts performance.



Broker Dilemma

- Impossible to fully understand 200+ franchise concepts
- No way to understand 1000's of candidates
- No data driven or scientific way to assess Zee-to-Zor fit
- No common language or process between broker & franchisor
- No way to truly understand prospect's pain points



Personality Tests vs. Meta-Analysis

Personality Test

Employee Based

Single Theory

Team Building

Not statistically validated

<3% Correlation to
Performance



Meta-Analysis

Franchisee/
Entrepreneurial Based

6 Sciences

Business Building

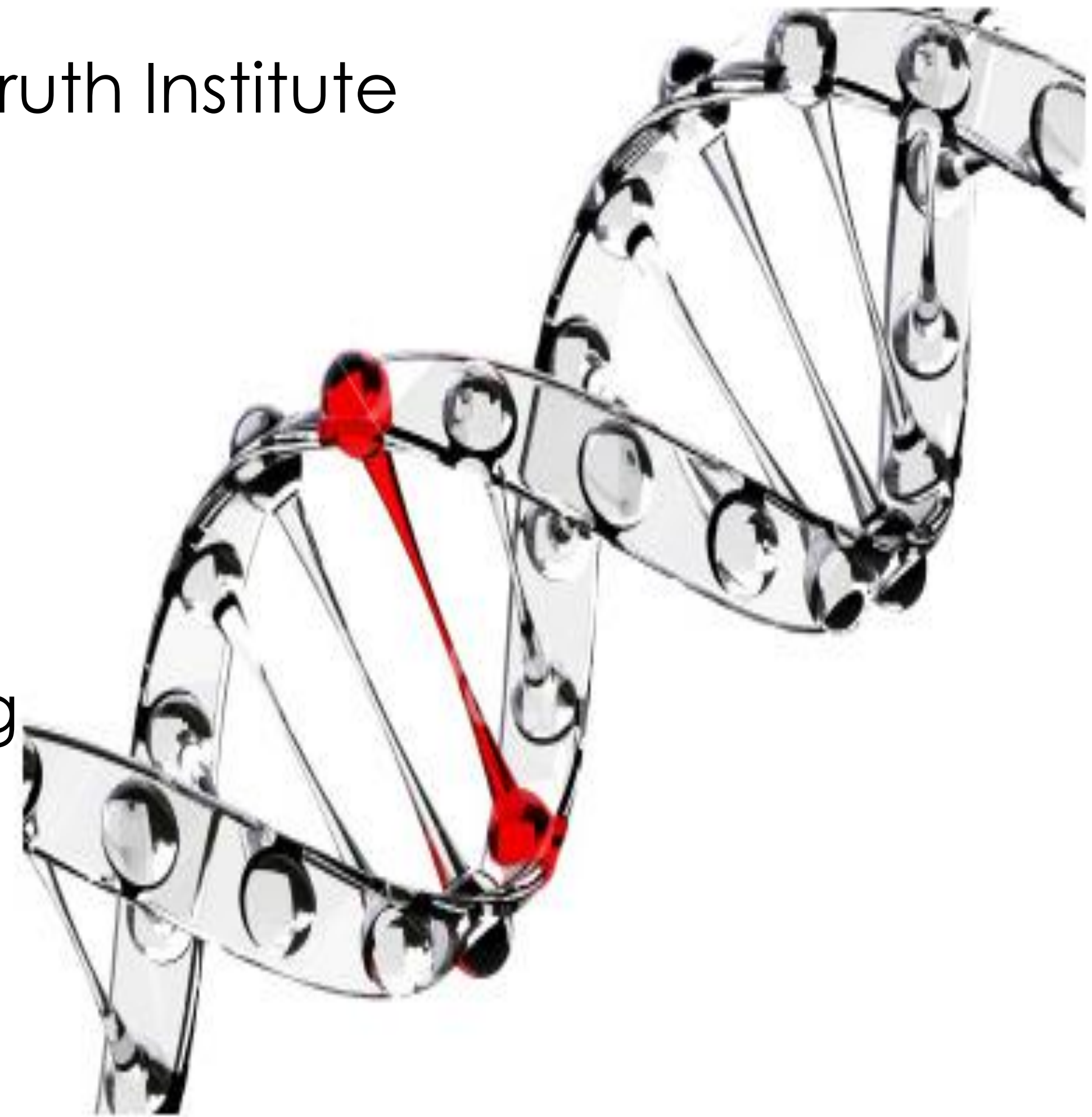
Statistically validated

93.6% Correlation to
Performance

SpotOn! Science

- Values: Stanford Research & Dr. Clare Graves
- Stages of Growth Research: Neil Churchill, Caruth Institute
- Culture: Harvard Business School
- Work Style: UC Berkeley
- Competencies: Strengths Finder, Gallup
- Emotional Intelligence: Dr. Daniel Goleman
- Meta Programs: Neuro Linguistic Programming

NLP



What Determines Fit?

- Shares your Values
- Fits within your Stage of Growth
- Fits within your Culture
- Will Comply & Leverage your systems
- Skills complement your strategic plans

Personality tests do not measure these markers.





**“His profile says he is a single college math professor and his age is listed as
 $4375 \div 62032.1209 \times .03 + 481 - 12\% + 4031 \div Y+X+5 > 7 < 18.7X + 1.01101.$ ”**

Values Hierarchy

- 1) Team
- 2) Impact
- 3) Achievement
- 4) Knowledge
- 5) Effectiveness
- 6) Freedom
- 7) Success

The diagram is a circular graphic with a green top half and a white bottom half. The title 'Values Hierarchy' is in white text on the green background. Below the title, seven values are listed in two columns. A large grey puzzle piece is at the bottom left of the circle.

-
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Scores indicate Ryan is a Societal. He is an intelligent and visionary business builder who wants to inspire and influence positive change in the world. Societals are motivated to have an impact on others using their expertise, experience and education. Contribution and freedom defines success for the Societal. They prefer innovative, change, or cause-based concepts that promote others' growth and success.

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What are Values?

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Values determine what about the self is the meaningful core that governs people's desires and the expression of these desires. Motives are the psychological drivers of behavior. Motives are the only true predictors of behavior. It's one's values which dictate his or her motivations. There are four Value Sets.

Ryan is a:

Societal

Ryan is a:

Societal

		Power - Self - Passion	
Current Return		Achiever	Emulator
		Belonger	Societal
		Principle - Others - Purpose	
		Product Vision	

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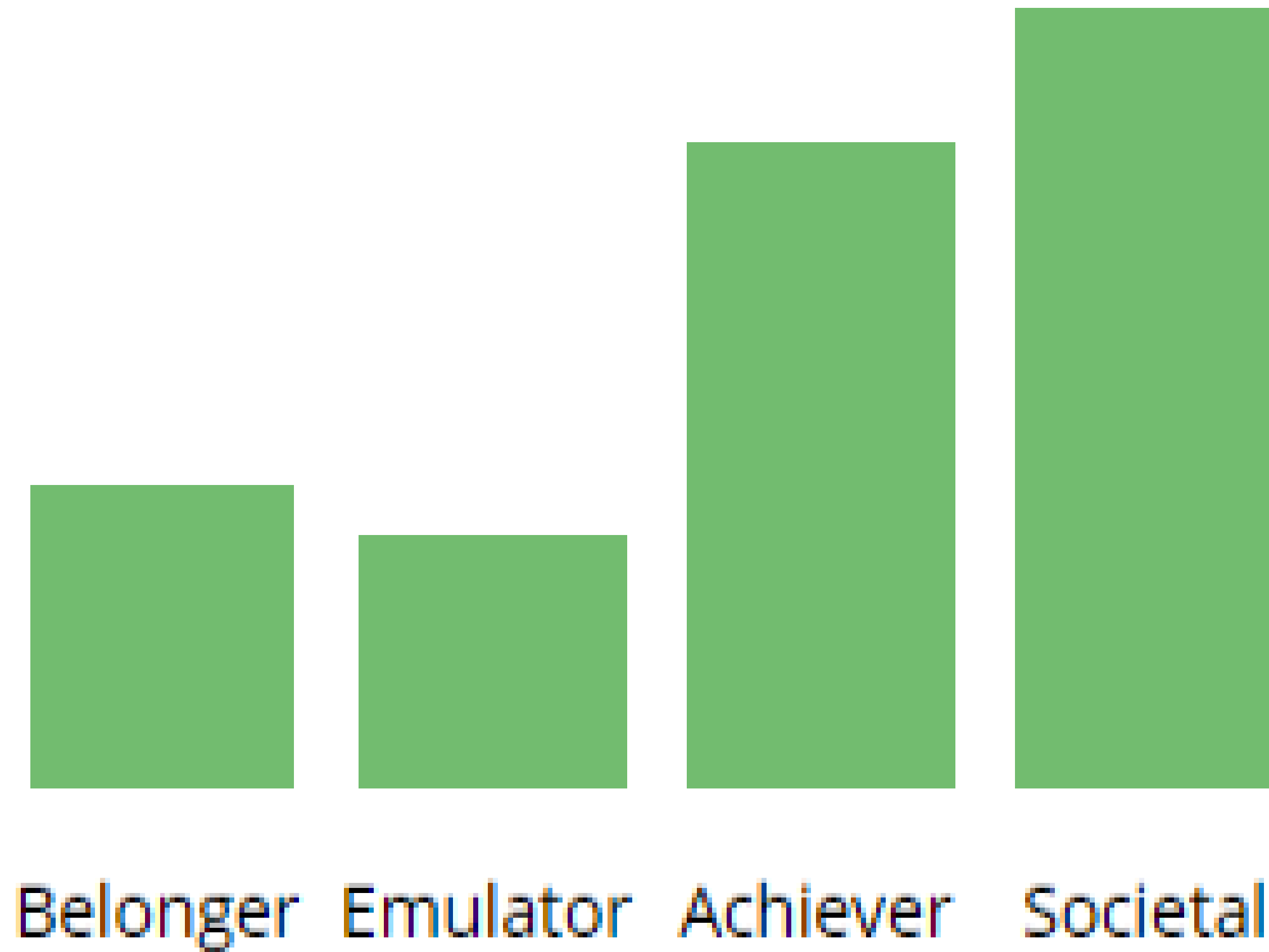
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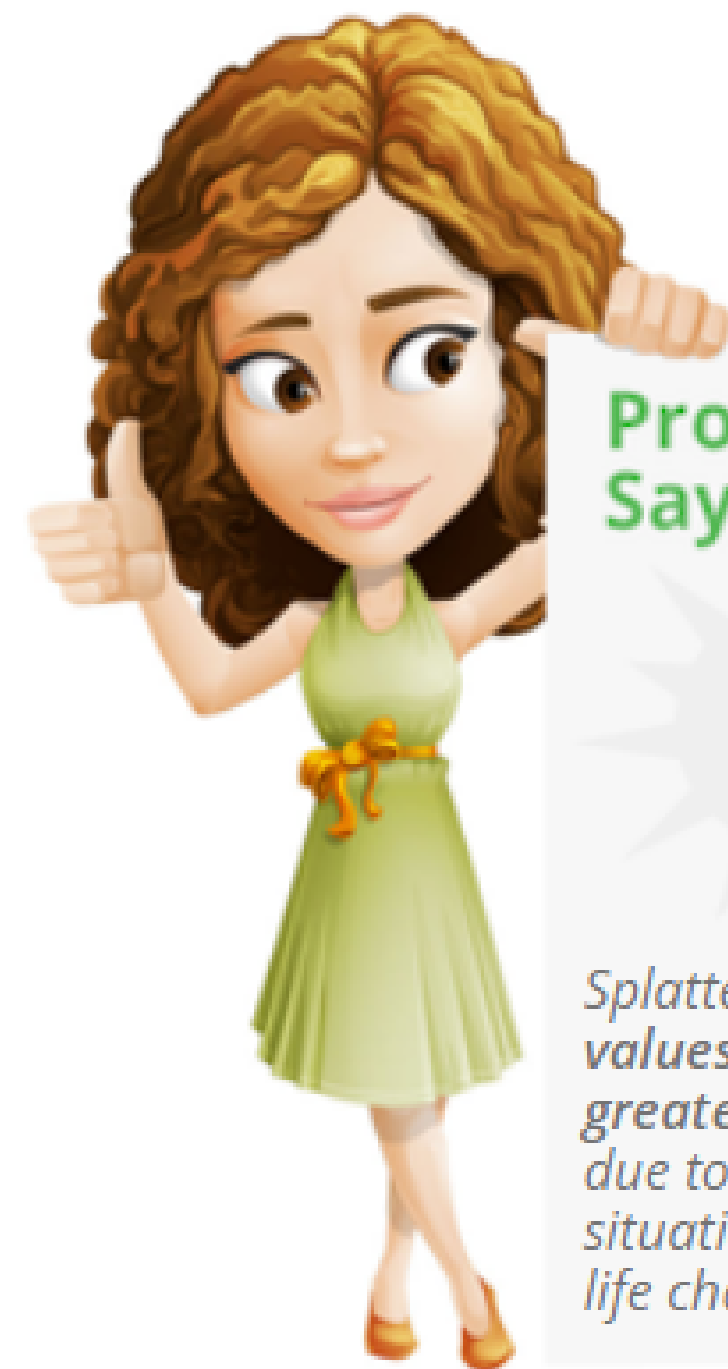
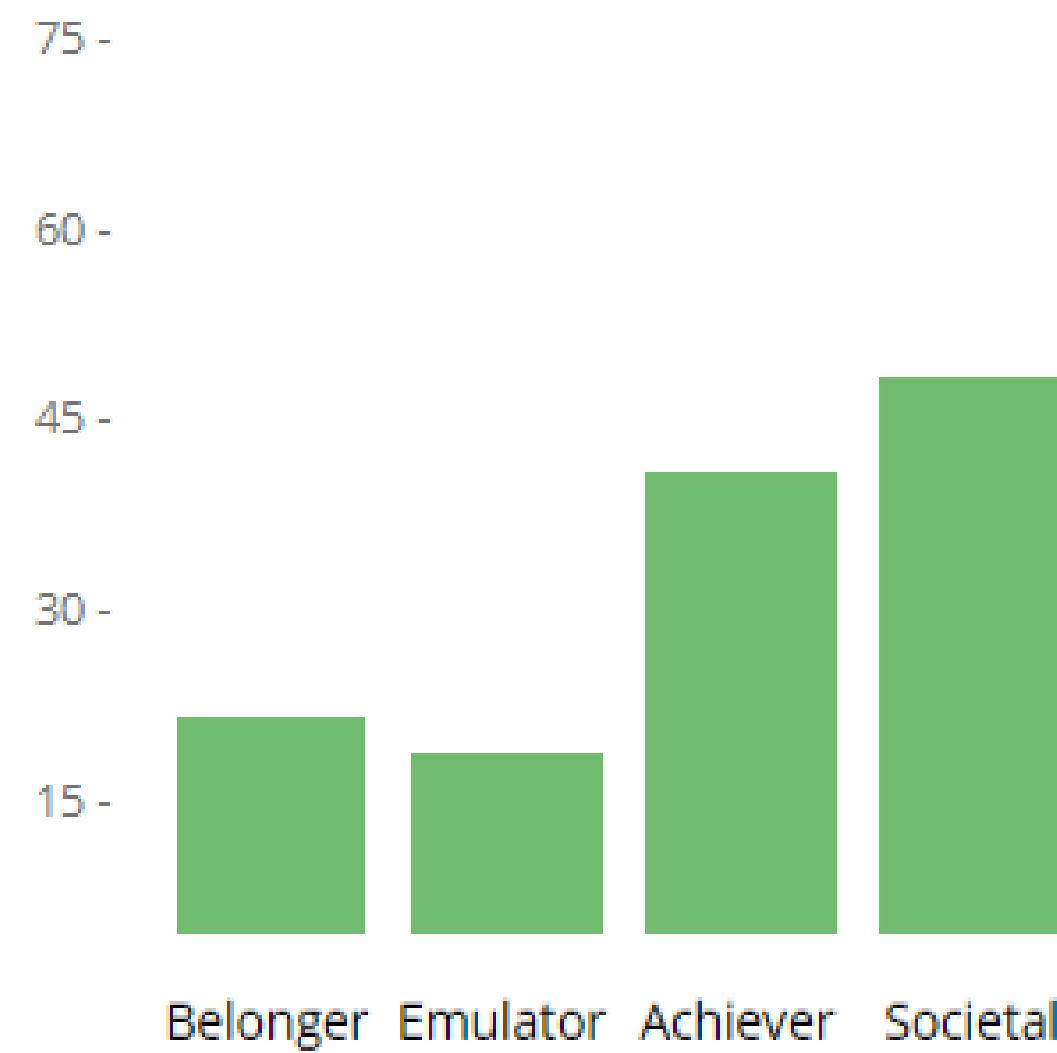
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Prof. Mo Says:

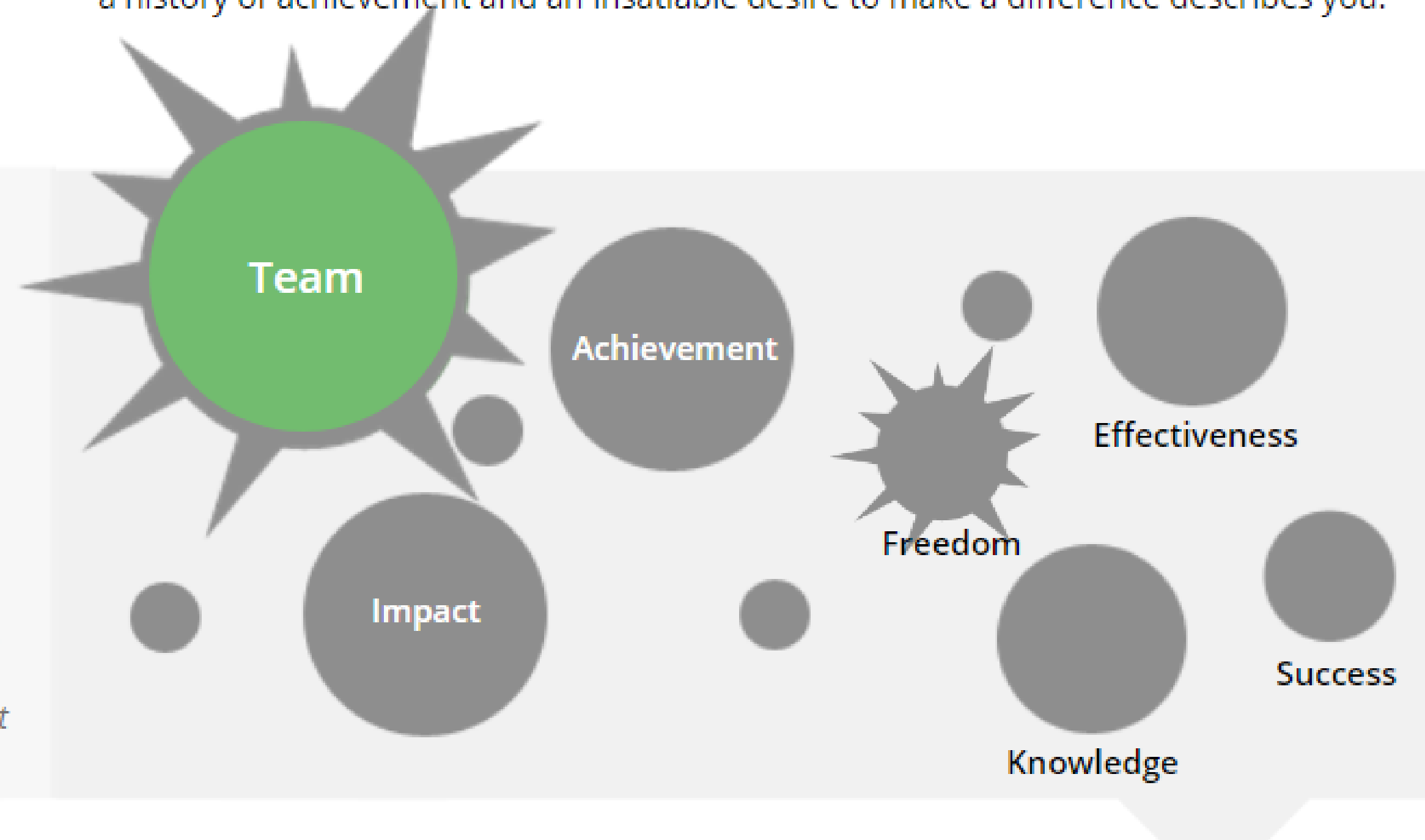
Splatter dots are values given greater attention due to current situation or recent life change.

Societal

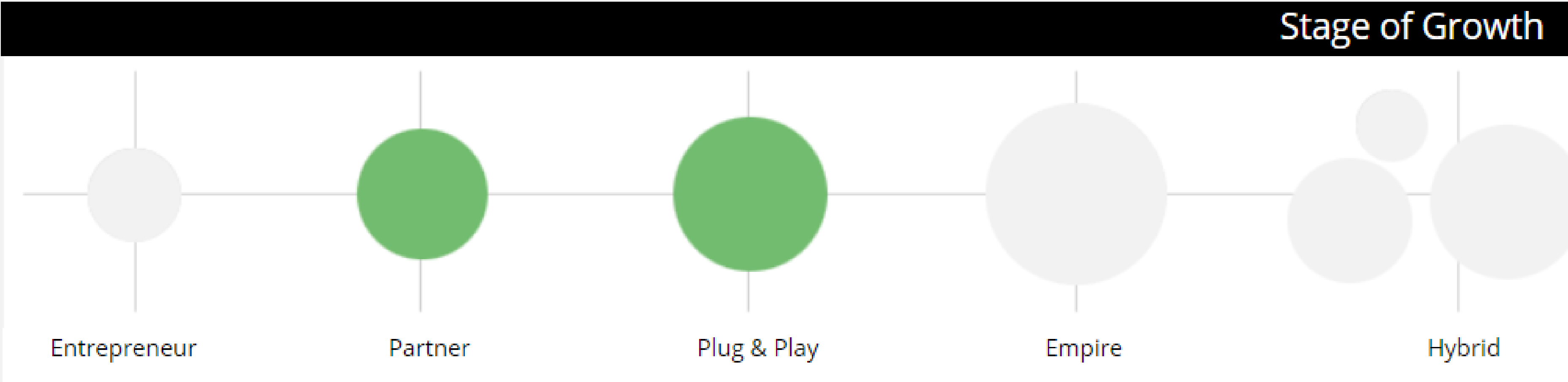
Societals tend to be well educated and actively seek out information. They are reflective, creative, purpose-driven and relentless in pursuing and sharing ideals. They are change leaders and are receptive to new ideas and technologies. Societals are among the established and emerging leaders in business, yet they continue to seek challenges. They are mature, satisfied and reflective people who value simplicity, knowledge, justice and responsibility.

It is not unusual to see a Societal acting as an advocate for those they believe need protection, counsel or direction. You are honourable, dependable and consistent in word and deed; your reputation and credibility is meticulously safeguarded.

Like many Societals, you are a knowledgeable and dedicated advisor and mentor who enjoys being involved in policy, procedures and politics. Highly principled, purpose-driven, a history of achievement and an insatiable desire to make a difference describes you.



STAGES OF GROWTH



Ryan's Stages of Growth: Stage 2: Partner / Stage 3: Plug & Play

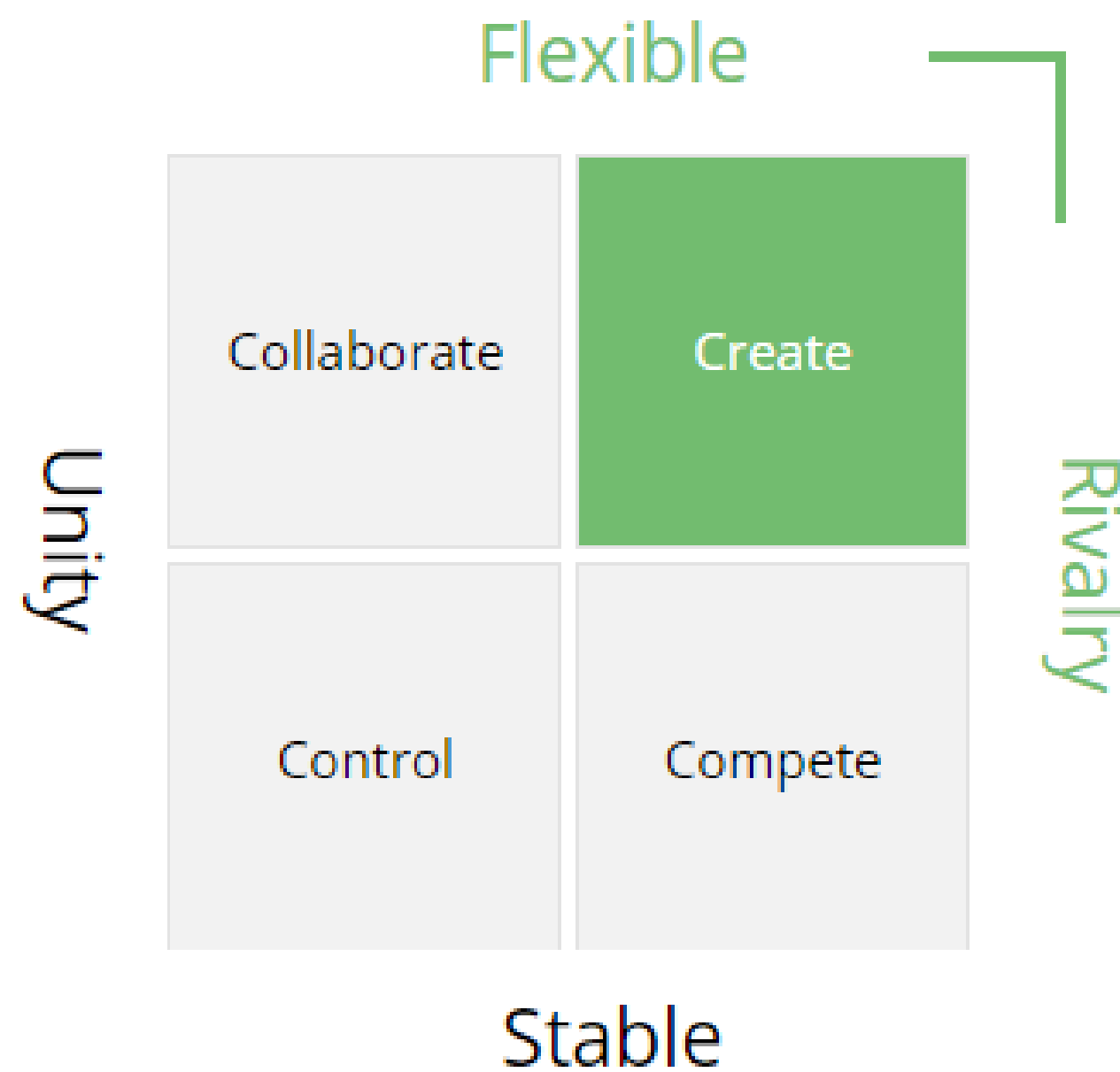
Stages of Growth are determined by a company's managerial style, organizational structure, formal systems, major strategic goals and founder/owner involvement. As a franchise organization grows, the systems and procedures will adapt to support an evolving business model, the needs of the franchisees and to satisfy end-user demands. Within each phase of business a franchisee's skills and goals need to complement a franchisor's plans and market expansion strategies. There are 5 Stages of Growth.

Entrepreneur	Partner	Plug & Play	Empire	Hybrid
Evolving and dynamic Product-oriented	Collaborative and growing System-oriented	Systematic and replicable Franchisee oriented	Bureaucratic, top-of-mind Market share oriented	Intrapreneurial, renewing Innovation oriented
First to market, Better terms and territories, Fewer rules, Say in policies, Financial rewards	Market awareness, Complementary skills sets, Best practices, Desirable markets available	Faster ramp-up, Resales, Proven, replicable systems, Advisory boards, Buyer co- ops	Brand equity, Strong Financials and support, Merger and acquisition potential	Well-defined products, Flexible systems, First to market, Leveragability of resources

CULTURE

What is a Business Culture?

Culture is a complex issue that essentially includes all of a group's shared values, attitudes, beliefs, and behaviors. Culture is broad – encompassing all aspects of a group's internal and external relationships – and culture is deep in that it guides individual actions even to the extent that members are not aware they are influenced by it. There are four Cultural Types.



Ryan fits well in a “CREATE” Culture

A dynamic, entrepreneurial, and creative place to work. Innovation and risk-taking are embraced by employees, leaders and franchisees. A commitment to experimentation and thinking differently are what unify the organization. They strive to be on the leading edge. The long-term emphasis is on growth and acquiring new resources.

Success means gaining unique and new products or services. Being an industry leader is important. Individual initiative and freedom are encouraged. Their ability to quickly develop new services and capture market share makes them leaders and differentiates them in the marketplace and forces less agile competition to play catch-up.

Ryan's
Cultural Fit is
Similar to

IKEA®

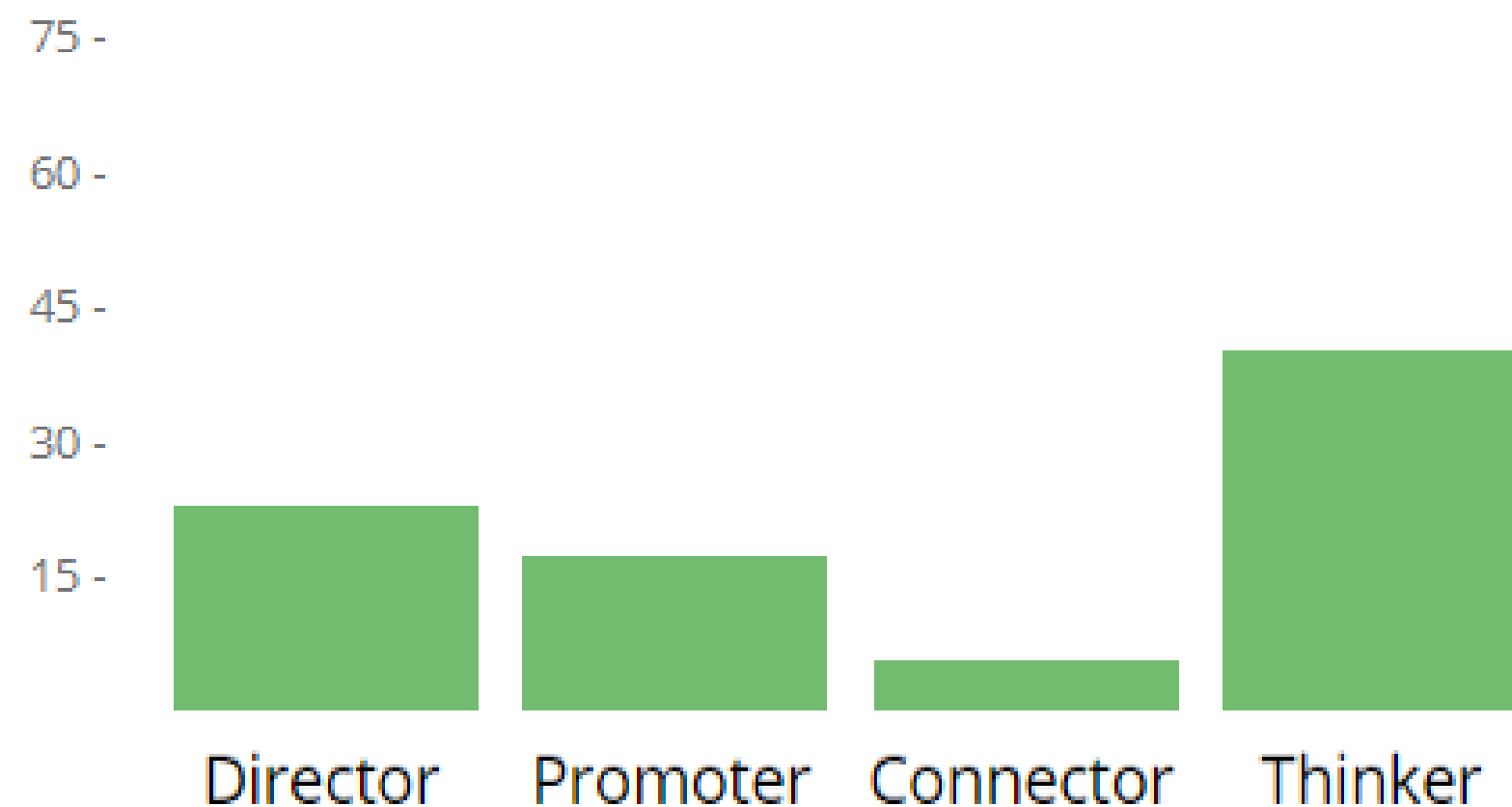
WORK STYLE

What is a Work Style?

For greatest satisfaction and effectiveness, one should seek a work or business environment consistent with their natural tendencies. Work Style is particularly important for the business owner as they will set the pace and direction for employees, partners, vendors and clients. There are four Work Styles.

Ryan is a Thinker

Scores indicate Ryan is a Thinker. People in this group are analytical, persistent, systematic, and excellent problem solvers. Thinkers tend to be detail-oriented, which makes them more concerned with content than style. They are task-oriented individuals who enjoy perfecting processes and working toward tangible results. They are almost always in control of their emotions.



Work Style

Pace:

Slower-Systematic

Priority:

Task

Seeks:

Accuracy, Precision

Strengths:

Planning, Systematization, Orchestration

Under Stress May Become:

Withdrawn, Headstrong

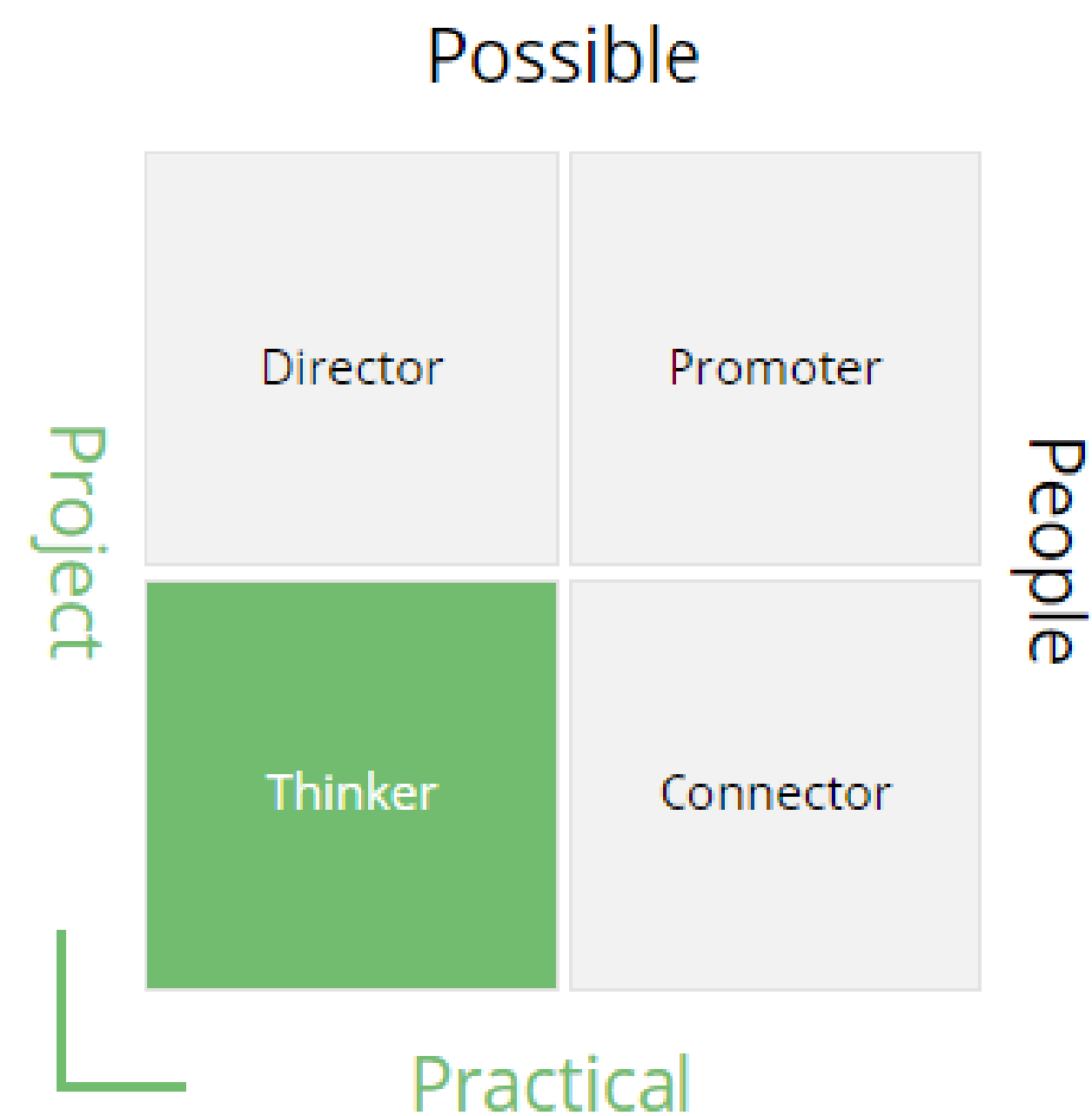
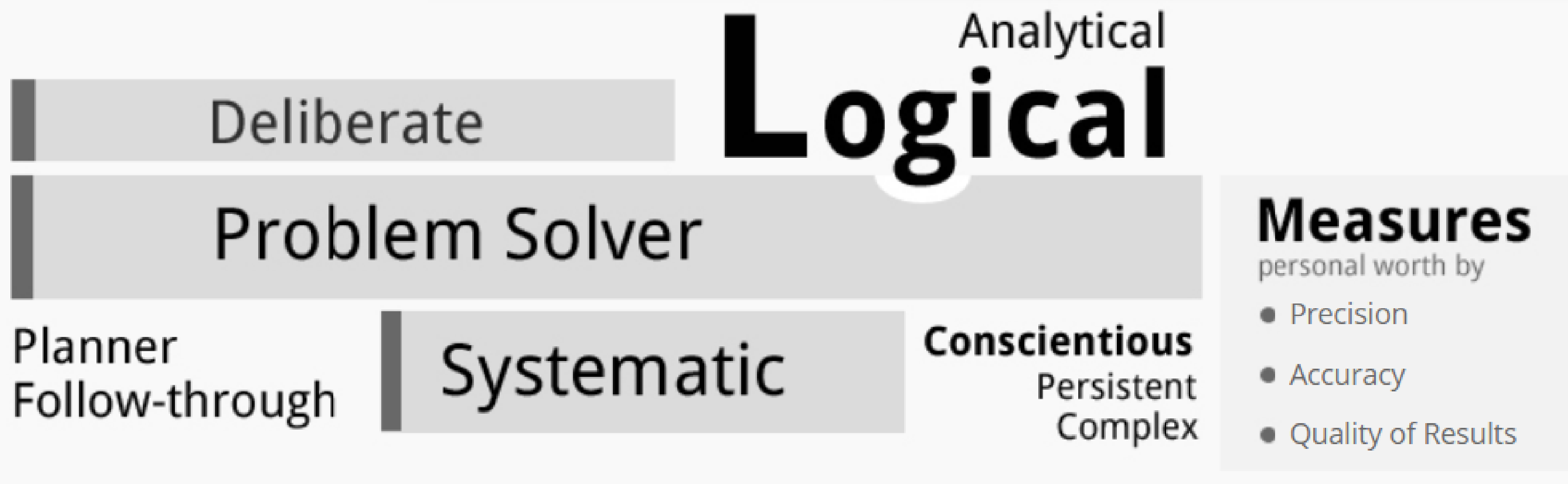
Workplace:

Formal, Functional, Structured

Prof. Mo Says:

Disorganization drives Ryan nuts. It's A-Z, folks. How tough can it be?





Ryan is conscientious and deliberate when making decisions. Some may see him as serious and complex. His intelligence and ability to see different points of view endow him with quick and unique sense of humour.

His strengths include an eye for detail and accuracy, independence, dependability, persistence, follow-through, and organization.

COMPETENCIES

The Eight Competencies in Business

Understanding one's Business Competencies is important. More important however, is how those Business Competencies complement those of a franchise system and its growth strategy.

Ryan's Competency Scores



Ryan's Profile
Pattern is similar to:

Walt
Disney



Why

- They share Values
- They share Competencies
- Both thrive in a Create business culture
- Both are Purpose driven

Motto:

"Creating a Better Product"

SALES & BUSINESS

Development

All businesses require some form of sales.

There are 3 primary types of sales and naturally there are individuals that are suited for one over another. There are many ways to success, for some it comes from climbing the corporate ladder for others it's building a multi-unit franchise business. Ryan's sales orientation and potential business path is marked below.

Sales Orientation

✓ Consultative

Relational

Competitive

Ryan fits well within a business where the sales are of a consultative, solution-based nature. He is able to build high trust and high credibility relationships with his prospects. He is good at understanding his customer's business environment, critical business drivers, and high priority business initiatives and then crafting a solution to help the customer achieve their objectives. The consultative sale can at times be a complex, long term process involving collaboration of both the buyer and the seller. Ryan is able to lay a solid foundation as an expert or consultant for future sales with this prospect.

Potential Business Path

Corporate

Corporate ladder climber

Consultant/Contractor ✓

Consultant, contractor or subject matter expert

Entrepreneur

Starts and builds a business from scratch

Single-Unit Franchisee ✓

Appreciates and exploits systems

Multi-Unit Franchisee

Replicates systems and manages locations

Regional Developer

Manages region and sells territory to others

NEEDS & WANTS

In A Franchise Business

I trust this quick glimpse into Ryan will prove useful in your selection process.

*Fit Matters – especially in business!
Based on Ryan's profile listed below are business aspects that suit him well.*

- ✓ Prefers freedom and hands off management
- ✓ Collaborative, solution based environments
- ✓ Business which builds community
- ✓ Inspirational, educational or transformational
- ✓ Ability to engage influential network
- ✓ Few highly skilled employees or partners
- ✓ May be an investor or absentee owner
- ✓ Diversity of clients and projects

~ Prof. Mo



Remember...

Success in franchising entails two major factors: Compatibility - between franchisee and franchise company. Make sure you share Values, Stages of Growth, Culture and Work Style. Complementary Competencies - between franchisee and franchise company. Make sure franchise system complements and exploits Ryan's skills. Based on Ryan's profile, listed below are some business considerations.

Desire to impact policy and procedure



Company that appreciates innovation and creativity



Ability to replicate and/or simplify



Change or impact-based products or concepts



Hands-off approach by head office



Must leave a legacy



Cultured, refined and deliberate business model



Organization with impeccable principles

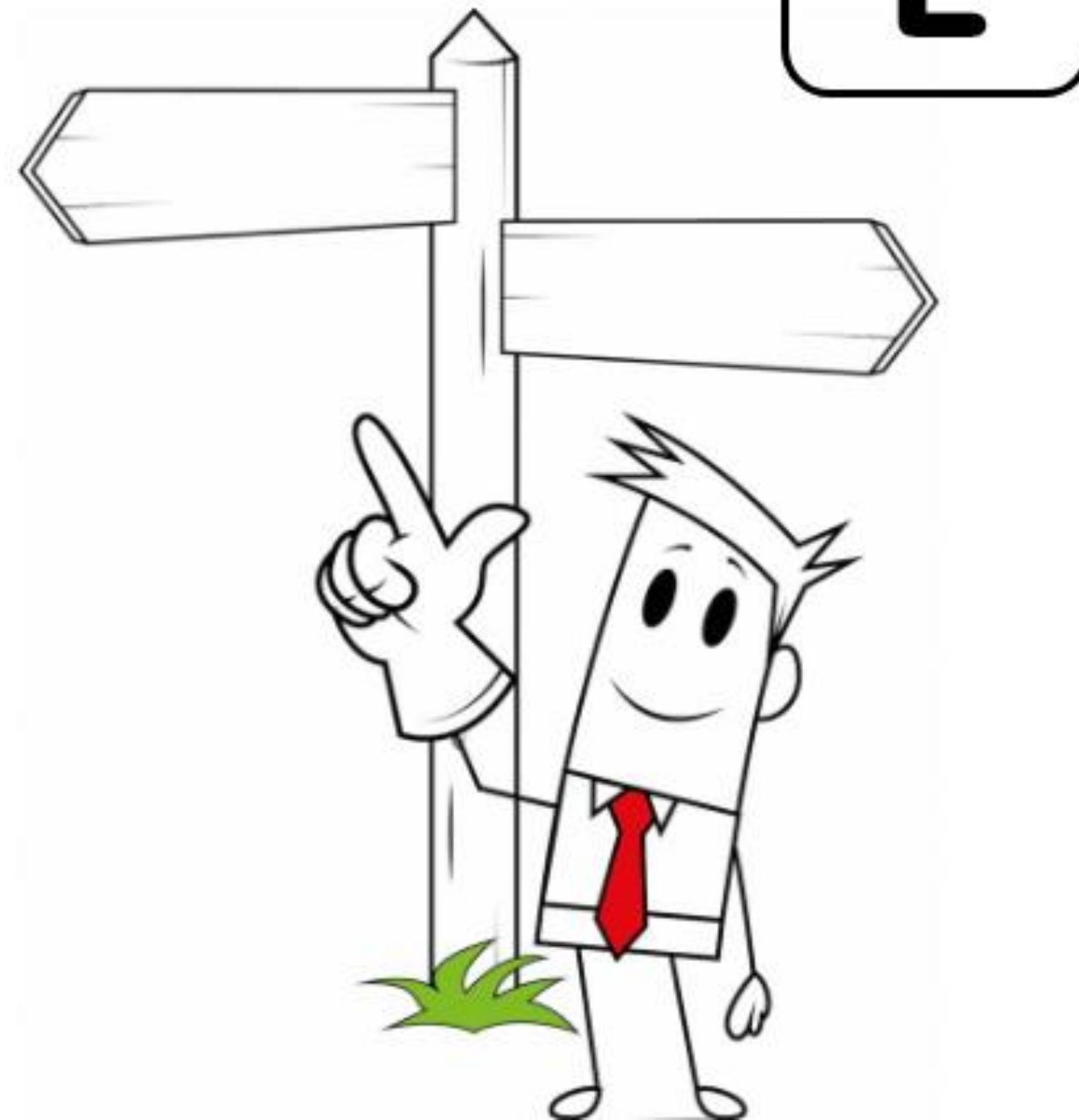


META PROGRAMS

Ryan's Mental Filters

Use Carrot & Stick

- Away From Pain
- Toward Pleasure
- Risk & Reward
- Goals & Problems



Decision Making: **Procedural**

- Efficient; one to three options
- Criteria, processes or checklists
- Doing the process right important
- Which one is the best?

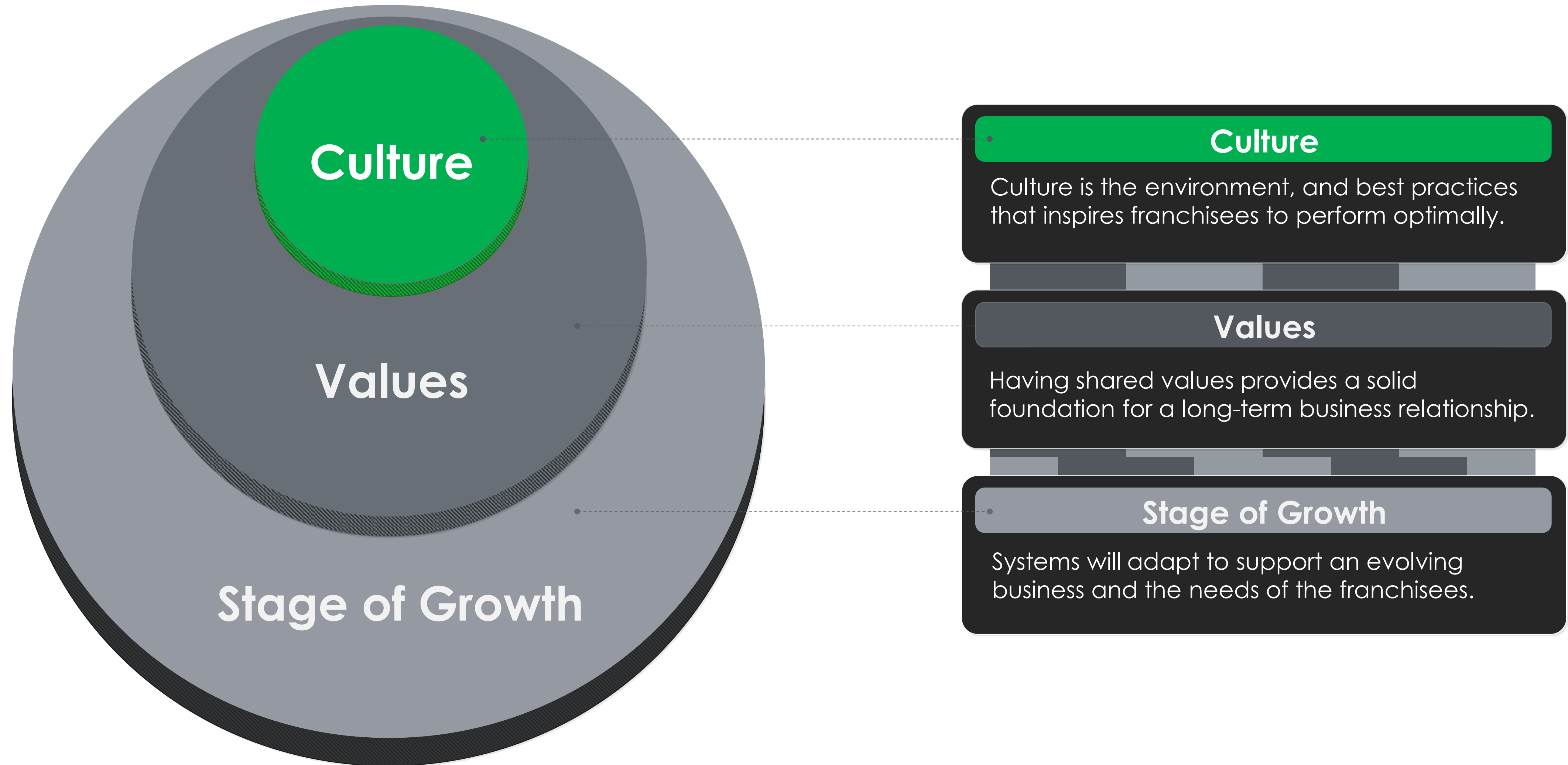
Relate: **Difference**

- Will search for what is unique or different
- Dislikes repetitiveness
- Has high capacity for change

Frame of Reference: **External**

- Decisions based on concrete facts and evidence
- Stressed when there is a lack of feedback
- Needs feedback to make progress
- Indecisive if there is a lack of feedback

Determine Compatibility



SpotOn! Profile

SpotOn! Profile

12 modules including:

- Values
- Stages of Growth
- Culture
- Work Style
- Business Competencies
- Sales Style
- Business Path
- Compliance
- Focus Preference
- Emotional Intelligence
- Social Intelligence
- Meta Programs

Nicholas Business Profile

Vitals

Summary

Values

Stage of Growth

Culture

Work Style

Competencies

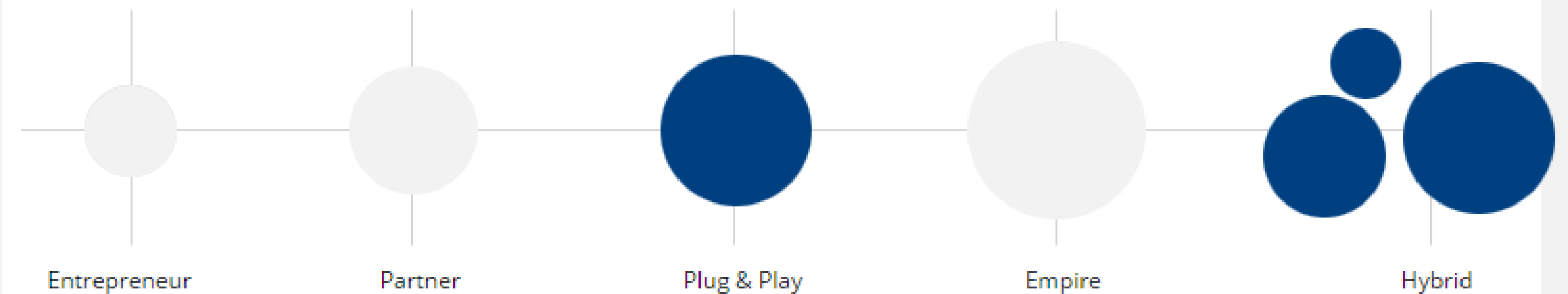
Business Path

Needs & Wants

Meta Programs

STAGES OF GROWTH

Stage of Growth



Nicholas' Stages of Growth: Stage 3: Plug & Play / Stage 5: Hybrid

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Predict Performance



Biz Path

Franchising is the closest thing between a collectively prescribed and individually crafted path to business.

Sales Style

When a product or service is matched to one's sales style there is higher performance.

Complementary Competencies

Complementary skills makes wiser use of resources provides points of correspondence and thus greater performance.

Why Choose Zoracle Profiles?



Franchise Specific

Our tools are franchise specific and address the unique interdependent franchisee-franchisor business relationship.



Determines Compatibility

Our assessments quantify those factors which create cultural compatibility within your franchise system.



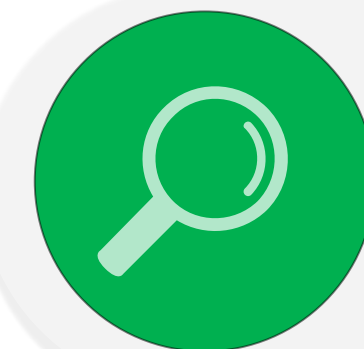
Customizable Assessments

Our assessments are customizable and modular, progressing through each stage of your franchise company's growth.



Predicts Performance

Our tools are designed to quantify performance markers and compare prospective franchisee to your top performers.



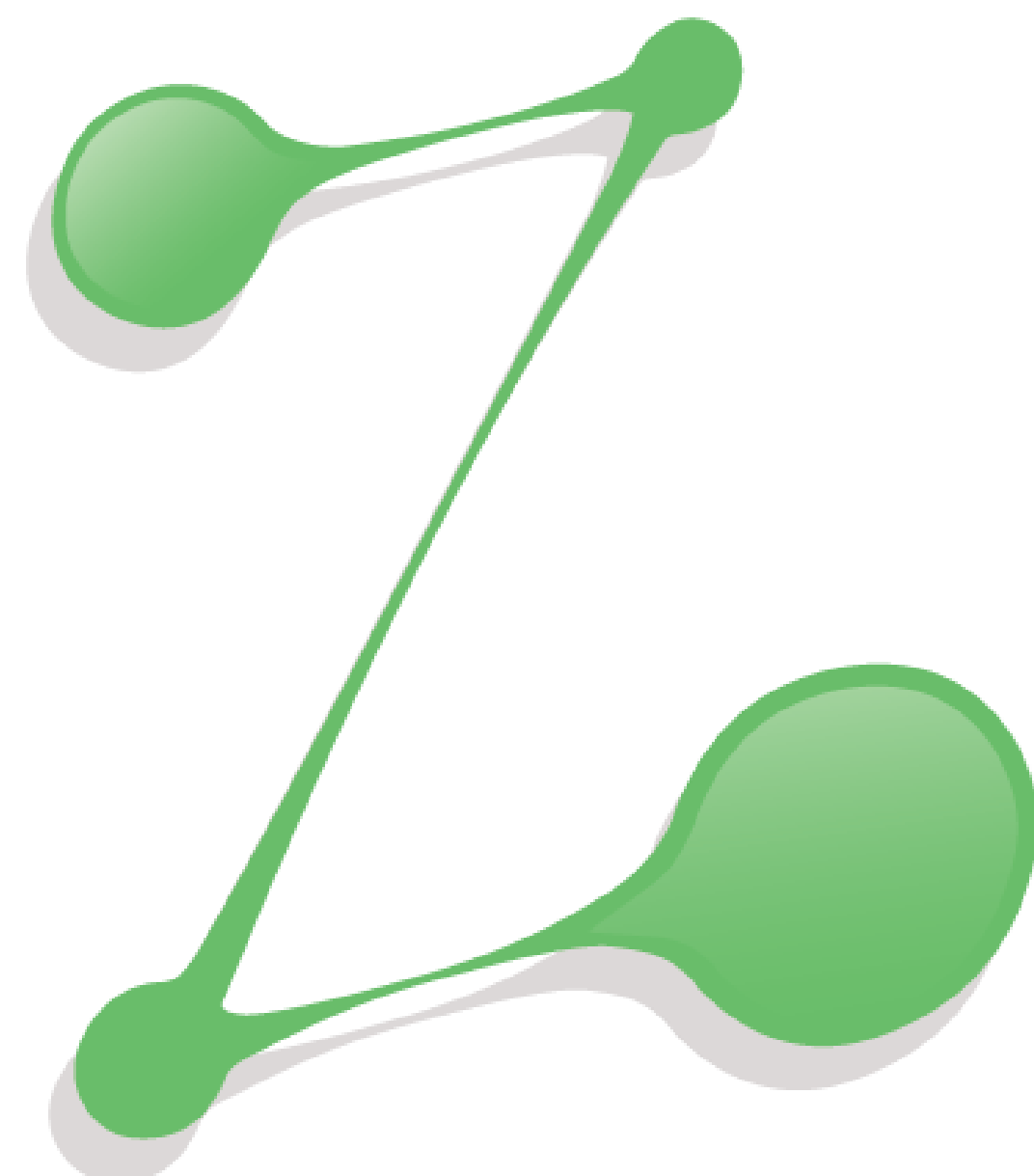
Meta-Analysis Methodology

Our meta-analysis approach integrates five statistically validated sciences providing insights no singular profile can.



Recruit, Select, Sell and Support

Our tools are designed to assist your franchise system to recruit, select, sell and support high performing franchisees.



Smart.
Scientific.

SpotOn!

powered by Zoracle

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