



SpotOn!® Profile

Lynn Verdoorn

Postal Code: 32940

Date: August 25, 2022

Age: 43

Marital Status: Married

Income: \$75,000 to \$100,000

Education: Masters Degree

Recent Employment:

Next

Position:

Sr Analyst

Average Years on Job:

12 years or more

Homeowner?

Yes

Ever owned a business?

No

Total Capital to Invest:

\$150,000 to \$200,000

Number of Dependents:

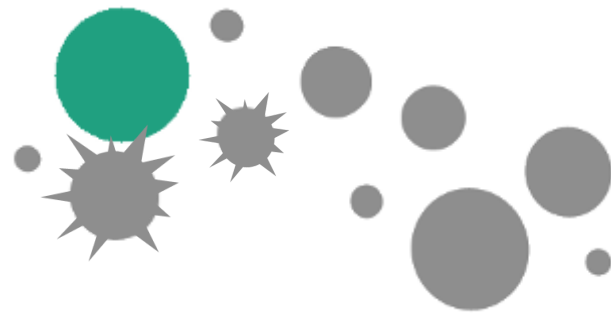
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Veteran:

No



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Values: Belonger
Satisfaction
Security
Results

Lynn Verdoorn

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lverdoorn@icloud.com

Work Style: Promoter

Pace

Fast-Spontaneous

Priority

People

Seeks

Participation, Recognition

Strengths

Persuading, Motivating, Entertaining

Workplace

Interacting, Busy, Personal

Culture: Compete

Stability
Rivalry



Admin & Customer Service



Executive & Management



Finance & Operations



Leadership & Vision



Sales & Business

Sales Orientation

Consultative

Relational

Sales Potential

Above Average

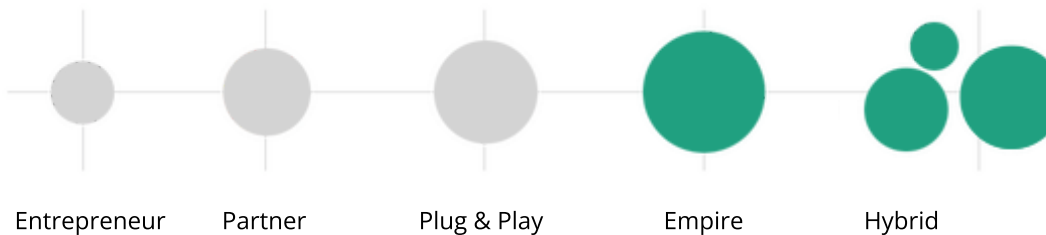
Business Path

Single-Unit

Compliance

Above Average

Stages of Growth



Entrepreneur

Partner

Plug & Play

Empire

Hybrid

What are Values?

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.

Values Hierarchy

- | | |
|-----------------|------------------|
| 1) Satisfaction | 4) Consistency |
| 2) Security | 5) Contribution |
| 3) Results | 6) Effectiveness |
| | 7) Growth |



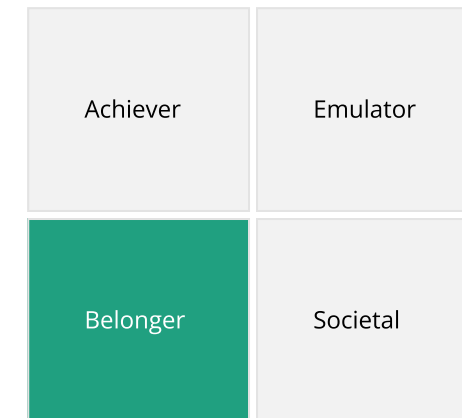
Lynn is a Belonger

Scores indicate Lynn is a Belonger. She is a hands-on business builder focused on long-term relationships and customer satisfaction. Motivated by a deeply rooted moral code she is hardworking and committed to providing for and protecting her loved ones. Family and security defines success for the Belonger. They favor proven, practical service or solution-based businesses.

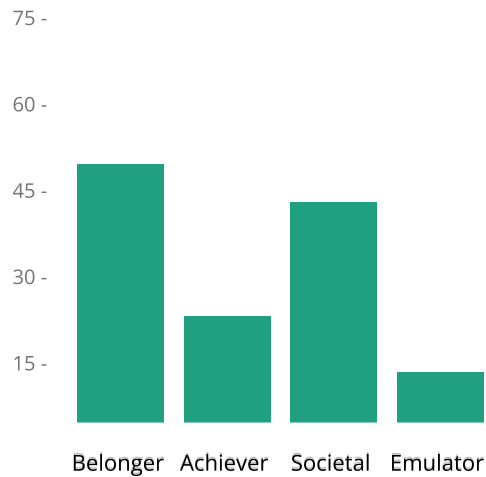
Lynn is a:

Belonger

Power - Self - Passion



Principle - Others - Purpose



Belonger

Belongers are conservative, conventional, risk-averse people with concrete beliefs and predictable lives. They follow established routines, organized in large part around home, family, community, and social organizations to which they belong. They like it best when they can work with family, friends and people they know and trust.

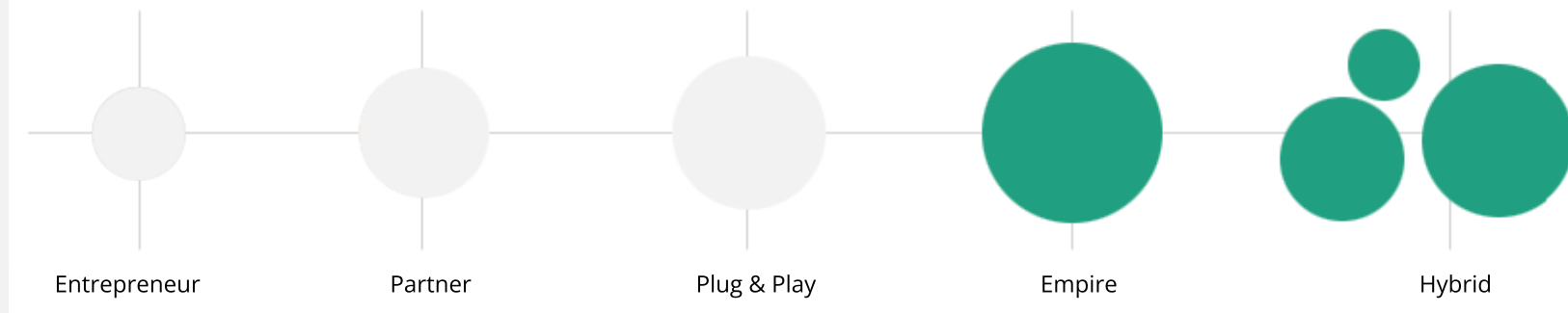
Lynn is a calculated decision maker. It is not uncommon for her to embrace an extensive due diligence process. She will find a business that is high-touch and low-tech quite attractive. Belongers are grounded and dependable people looking for consistency, durability, functionality and value.

Belongers are dedicated, trustworthy and a focused performers with realistic expectations. They take pride in their competence and loyalty. Although not considered flexible, a Belonger's focus on stability and sustainability will foster persistent effort. Predictably, Lynn is an excellent problem solver and planner, good at replicating systems and people.



STAGES OF GROWTH

Lynn's Stage of Growth



Stages of Growth: Stage 4: Empire / Stage 5: Hybrid

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.

Lynn fits well in a “COMPETE” culture

Compete are market driven organizations that value stability, control and differentiation. Compete organizations are concerned with competitiveness and productivity and emphasis partnerships and positioning. Compete organizations are focused on relationships—more specifically, transactions—with suppliers, customers, contractors, consultants, regulators, etc.

Leaders within Compete Cultures are demanding, hard-driving, and goal oriented. The emphasis on winning unifies the organization. Reputation and success are common concerns. Long-term focus is on competitive action and achievement of measurable goals and targets. Success means market share and penetration. Competitive pricing and market leadership are important.

Lynn's
Cultural Fit is
Similar to



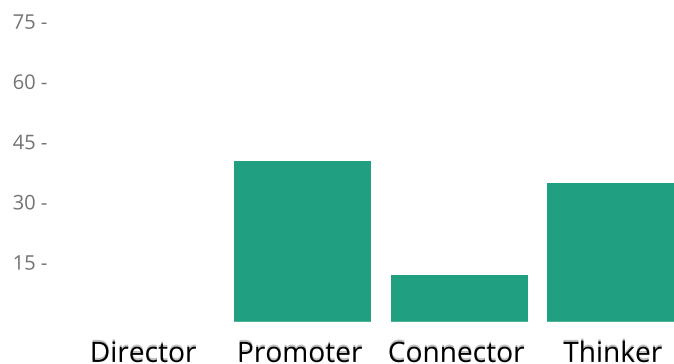
WORK STYLE

What is 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.

Lynn is a Promoter

Scores indicate Lynn is a Promoter. She has a personality that shines and others enjoy being around her friendly and enthusiastic energy. She thrives on the admiration, acknowledgment, and compliments that come with being in the limelight. She probably knows how to have fun and make friends easily; their focus is on relationships. She is a great schmoozer and would rather be with clients over lunch than meeting in the office.



Lynn's Work Style

Pace:

Fast-Spontaneous

Priority:

People

Seeks:

Participation, Recognition

Strengths:

Persuading, Motivating, Entertaining

Under Stress May Become:

Sarcastic, Superficial

Workplace:

Interacting, Busy, Personal

Boredom drives
Lynn nuts.
Where's the party
folks?



Talker

Spontaneous

Influencer
Persuasive

Schmoozer

Charming
Optimistic
Independent

Animated

Expressive

Measures

personal worth by

- Acknowledgment
- Applause
- Compliments

Possible

Director

Promoter

Thinker

Connector

Project

Practical

People

The Promoter's strengths are enthusiasm, charm, persuasiveness, and warmth. Of all types they are the most gifted in people skills and communication skills. They are great influencers and people listen when they share.

Lynn is an idea-person, undoubtedly excelling at getting others excited about their vision, and an optimist with an abundance of charisma. These qualities help her to influence people and build alliances.

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.

Lynn's Competency Scores



Jonah Peretti



Why

- They share Values
- They share Competencies
- They both thrive in a Compete business culture
- They are both Principle driven

Motto:

"Collecting Appreciating Assets"

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. Lynn's sales orientation and potential business path is marked below.

Sales Orientation

✓ **Consultative**

✓ **Relational**

Competitive

Lynn fits well within a business where the sales come from developing strong personal and professional relationships and advocates. She needs autonomy and likes the freedom of sales and being her own boss. She exercises self-discipline and takes responsibility for her actions. Relationship sales require great patience, over a long period to finally cement a customer. Lynn is focused on accommodating the buyer. The sale is heavily dependent on the relationship between the salesperson and customer. Relationship selling is characterized by the ability of salespeople who move to a competitor and take their clients with them.

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

Area Developer

Appoints sub-franchisees and/or manages outlets

NEEDS & WANTS

In a Franchise Business

Remember...

Success in franchising entails two major factors: Compatibility and Complementary Competencies between franchisee and franchise company. Fit Matters — especially in business! Based on Lynn's profile listed here are some business considerations.

- ✓ Service oriented
- ✓ Repeat customers; consumable products
- ✓ Regular hours of operation
- ✓ Few employees
- ✓ Possibly home-based
- ✓ High Touch - Low Tech
- ✓ Few, tangible products and services
- ✓ Long-term relationships with employees
- ✓ Historically proven systems
- ✓ Strong head office and field support
- ✓ Company culture with a family-type atmosphere
- ✓ Industry or market with minimal change
- ✓ Easy to replicate systems and procedures
- ✓ Practical, problem-solving services
- ✓ Involvement and 'buy-in' of family
- ✓ Low risk and quick return on investment

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META PROGRAMS

Lynn's Mental Filters

Comfort Zone

Lynn has a medium comfort zone.

They prefer predictability over risk, but their enthusiastic and sociable nature may have them stepping beyond their comfort zone. Help them to be practical and balanced.



Medium

Motivate by: Using Carrot & Stick

- Future pacing where pleasure is greater and/or pain is more intense.
- Pay particular attention to the Splatter Dots.
- Leverage highest values including: Satisfaction, Security and Results.
- Safety comes from: Being with and Providing for Family and Avoiding Financial Insecurity.

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