



LEIGH WELCH *Consulting*



PRESENTED BY:
Leigh Welch
Founder & Consultant



ABOUT FIRM



Leigh Welch Consulting is dedicated to elevating the franchise business model. We advise franchise organizations on how to build corporate infrastructure and operate at the franchisor level to protect brand integrity, strategically grow a national footprint, and support franchisee performance. Our services also extend to franchisee accountability coaching, enabling owner operators to better understand the health of their business and make data-driven decisions around growth and retention.

WHY CHOOSE US?



AUTHENTICITY

We are committed to always doing the right thing. Gaining and maintaining your trust is our top priority. Our genuine desire to help entrepreneurs drives our every relationship, conversation, and task.



ANALYTICAL & ORGANIZED APPROACH

We believe data analysis should drive and support every business decision. We present you with all the facts in an organized fashion so you feel confident in all of your professional choices.



UNEQUIVOCAL EXCELLENCE

We are dedicated to every deliverable being as close to perfect as possible. We encourage you to set high standards; we will go the extra mile to surpass them.

WHAT WE DO



■ FOR FRANCHISORS



START FRANCHISING

Interested in franchising your business concept and brand but don't know where to start or what to expect? LWC helps craft your roadmap of the complex layers of franchising.



BUILD INFRASTRUCTURE

LWC advises you on how to best build out your business operations from employee org charts to tech platforms to KPI dashboards to everything else outside and in between. Your franchisees' success relies on the strength of your corporate foundation.



SUPPORT FRANCHISEES

Franchisee performance can only meet the expectations you set with your implemented support processes, trainings, and disseminated resources. LWC helps build, execute, and evaluate your support strategy to drive franchisee success.

■ FOR FRANCHISEES



BE ACCOUNTABLE

Before you can grow your business, you need to understand it. LWC's KPI coaching sessions build your awareness of the health of your business so your growth and retention strategies are informed.



GROW STRATEGICALLY

Utilizing your business's performance data, LWC creates a customized growth strategy, enabling you to focus on execution. Growth is achievable even when your main focus remains on the day-to-day operations of your franchise.



PROTECT RETENTION

LWC coaches you on how to enhance your customer experience to foster a strong client following, extend your average client lifecycle, and grow your referral base.

EXPERIENCE

Here is a sampling of the types of consulting projects LWC has tackled in the past. Don't see something on the list below that you're looking for? No problem! We will work with you to create a custom scope of work based on your needs and our expertise.



PAST PROJECTS

Franchise Support Modeling

Franchisee Operations &/or Sales Trainings
Development & Execution

Key Performance Indicator (KPI) Development &
Implementation (franchisor + franchisee levels)

Franchise Support Resource Audit

Franchise Business Manager/Consultant Professional
Development Coaching

CRM, BI Tool, BMS & POS Sourcing, Contracting &
Implementation

Customer Journey Mapping (franchise development +
end customer)

IT Outsourcing Vendor Selection & Implementation

General Project Management

Serving as Fractional Executive Talent

SYSTEMS EXPERIENCE

Franchise Network Systems

- FranConnect
- Mighty Networks

Business Intelligence (BI) tools

- PowerBI
- DOMO
- Looker

Customer Relationship Management (CRM) tools

- HubSpot
- Salesforce
- Dubsado
- HoneyBook
- Brandbot

Booking Management Systems (BMS)

- Mariana Tek
- Mindbody Online (MBO)
- ClubReady
- Zenoti

Microsoft & Google Workspaces

MEET LEIGH

CEO & Founder Leigh Welch has over a decade of franchise experience serving from multiple organizational perspectives, including franchisee/onsite operator, franchise development consultant, franchise business coach, and executive operations leader.



Dear Prospective Client,

Thank you for considering a partnership with me! Here's my personal story of how I got to where I am today, as I want you to more deeply know who you may be entrusting with your business strategy.

I started LWC in early 2023 after having my third child and deciding to not return to the fitness software industry as an enterprise account manager. I'd worn multiple hats in the health and wellness franchise space before diving into the SaaS world at the peak of the pandemic; I knew I would ultimately return to my ops roots at some point in my career. Queue LWC: my small business was built on my desire for more flexibility to support my family; I craved more opportunities to sit with franchisors and entrepreneurs and coach to their needs outside of the confines of a specific technology product or overarching brand; I wanted the rush of sharing my knowledge and seeing and hearing my audience's lightbulbs flicker on and motivation take hold.

I hope we get to work together to take your business to the next level.

Leigh

STAY CONNECTED WITH ME



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