


# CFE PATHWAYS

CERTIFIED FRANCHISE EXECUTIVE PROGRAM

CFE Pathways is simply a guide designed to help executives choose programs that are specifically targeted at their job role.

|   | Marketing Pathway Programs   | Franchise Recruitment Pathway Programs  | HR Pathway Programs   | Franchisee Support/Field Management Pathway Programs   | Franchisor Leadership Pathway Programs  | Franchise Business Pathway Programs   |
|---|--|---|---|--|---|---|
|  <b>Franchise Council of Australia</b> | National Franchise Convention<br>400 Credits<br><br>1 Day Conference<br>200 Credits  | National Franchise Convention<br>400 Credits<br><br>1 Day Conference<br>200 Credits   | National Franchise Convention<br>400 Credits<br><br>1 Day Conference<br>200 Credits   | National Franchise Convention<br>400 Credits<br><br>1 Day Conference<br>200 Credits  | National Franchise Convention<br>400 Credits<br><br>1 Day Conference<br>200 Credits   | National Franchise Convention<br>400 Credits<br><br>1 Day Conference<br>200 Credits   |
| <b>Online Courses Australia</b>   | Marketing Skills Bundle<br>400 Credits<br><br>Emotional Health at Work<br>75 Credits   | Franchise Recruitment Skills Bundle<br>400 Credits<br><br>Emotional Health at Work<br>75 Credits  | HR - Management Skills Bundle<br>400 Credits<br><br>HR - Recruitment Skills Bundle<br>250 Credits<br><br>Emotional Health at Work<br>75 Credits   | Franchisee Support Skills Bundle<br>400 Credits<br><br>Emotional Health at Work<br>75 Credits  | Leadership Skills Bundle<br>400 Credits<br><br>Emotional Health at Work<br>75 Credits   | Franchise Management Skills Bundle<br>400 Credits<br><br>Emotional Health at Work<br>75 Credits   |
| <b>Franchise Relationships Institute</b>  | Culture of Franchising Workshop<br>80 Credits  | Culture of Franchising Workshop<br>80 Credits<br><br>Franchisor Excellence Masterclass<br>320 Credits   | Culture of Franchising Workshop<br>80 Credits   | Foundation Field Manager Bootcamp<br>320 Credits<br><br>Culture of Franchising Workshop<br>80 Credits<br><br>Advanced Field Manager Bootcamp<br>320 Credits                      | Franchisor Excellence Masterclass<br>320 Credits<br><br>Culture of Franchising Workshop<br>80 Credits   |   |
| <b>Franchise Advisory Centre</b>  | Introduction to Franchising<br>200 Credits<br><br>Franchise Marketing Forum<br>160 Credits<br><br>Organising a Franchise Conference<br>100 Credits                               | Effective Franchise Recruitment Workshop<br>200 Credits<br><br>Managing Franchisee Underperformance<br>100 Credits<br><br>Managing Franchise Resales<br>100 Credits | Introduction to Franchising<br>200 Credits<br><br>Training and Induction for Franchisors and Franchisees<br>75 Credits<br><br>Resolving Franchise Disputes<br>100 Credits                             | Managing Franchisee Underperformance<br>100 Credits<br><br>Introduction to Franchising<br>200 Credits<br><br>Resolving Franchise Disputes<br>100 Credits                         | Franchise Leadership Forum<br>160 Credits<br><br>Improving Franchise Advisory Councils<br>100 Credits<br><br>Resolving Franchise Disputes<br>100 Credits  | Introduction to Franchising<br>200 Credits  |
| <b>The Proven Group</b>   |  |   | Cultivating Psychological Safety<br>150 Credits<br><br>Problem Busters for Managers of a Franchise Business<br>200 Credits<br><br>The 5 Functions of an Effective Team for Franchisees<br>200 Credits | Conflict Resolution for Franchisee Managers<br>150 Credits<br><br>Leadership at the Top - How to Lead a Successful Team of Franchisees<br>200 Credits                            | Organisational Transformation for Franchisors<br>200 Credits<br><br>Leadership at the Top - How to Lead a Successful Team of Franchisees<br>200 Credits<br><br>Understanding Leadership & Management<br>150 Credits | Leading and Managing Franchise Teams<br>500 Credits<br><br>Excel Intermediate - Reporting Made Easy for Franchisees<br>150 Credits<br><br>The 5 Functions of an Effective Team for Franchisees<br>200 Credits |
| <b>ER Strategies</b>  |  |   | Franchisor Employment Compliance Obligations<br>25 Credits  | Franchisor Employment Compliance Obligations<br>25 Credits   | Franchisor Employment Compliance Obligations<br>25 Credits  | Franchisor Employment Compliance Obligations<br>25 Credits  |
| <b>Franchise Right</b>  | Customer Experience Mapping<br>150 Credits<br><br>Defining your Sustainable Competitive Advantage<br>75 Credits<br><br>High Impact, Low Cost Local Area Marketing<br>150 Credits | Franchisee Target Profiling & Acquisition Planning Workshop<br>150 Credits  | Building a Strong & Aligned Team<br>75 Credits  | Customer Experience Mapping<br>150 Credits<br><br>High Impact, Low Cost Local Area Marketing<br>150 Credits  | Defining your Franchise Network Strategic DNA<br>75 Credits<br><br>Building a Strong & Aligned Team<br>75 Credits<br><br>Business for Good<br>75 Credits  | High Impact, Low Cost Local Area Marketing<br>150 Credits   |
| <b>DC Strategies</b>  | Understanding Franchise Compliance for Franchise Executives<br>75 Credits  |   |   | Specific Challenges and Opportunities in being a Franchisor<br>75 Credits<br><br>Understanding Franchise Compliance for Franchise Executives<br>75 Credits                       | Specific Challenges and Opportunities in being a Franchisor<br>75 Credits<br><br>Understanding Franchise Compliance for Franchise Executives<br>75 Credits  |   |
| <b>Retail Doctor Group</b>  |  | Selling Skills<br>75 Credits<br><br>Advanced Selling Skills<br>75 Credits   |   |  | Leading your Team to Retail Success<br>75 Credits   |   |
| <b>FocalPoint Coaching</b>  | Focus Your Time - Pareto's Law<br>25 Credits   | Using DISC Knowledge in Leadership, Sales & Communication<br>75 Credits<br><br>Superior Selling Skills<br>260 Credits<br><br>Eat That Frog!<br>100 Credits          | Using DISC Knowledge in Leadership, Sales & Communication<br>75 Credits<br><br>Feedback Conversations<br>300 Credits<br><br>Focus Your Time - Pareto's Law<br>25 Credits                              | Using DISC Knowledge in Leadership, Sales & Communication<br>75 Credits<br><br>Feedback Conversations<br>300 Credits<br><br>Strategic Coaching Skills for Leaders<br>400 Credits | Using DISC Knowledge in Leadership, Sales & Communication<br>75 Credits<br><br>Feedback Conversations<br>300 Credits<br><br>Strategic Leadership<br>320 Credits   | Goal Setting Using SMART Goals<br>25 Credits<br><br>Focus Your Time - Pareto's Law<br>25 Credits<br><br>High-Performance Franchise Workshop<br>200 Credits<br><br>Win Resales and Referrals<br>320 Credits    |
| <b>BLD   Acdmy</b>  | Ideal Customer<br>100 Credits<br><br>LinkedIn<br>100 Credits<br><br>Social Media Marketing<br>100 Credits  | Sales Skills<br>100 Credits<br><br>Sales Leadership<br>100 Credits<br><br>Sales Process<br>100 Credits  | LinkedIn<br>100 Credits   | LinkedIn<br>100 Credits<br><br>Sales Leadership<br>100 Credits   | LinkedIn<br>100 Credits<br><br>Strategic Positioning<br>100 Credits   | LinkedIn<br>100 Credits<br><br>Ideal Customer<br>100 Credits<br><br>Goal Setting<br>100 Credits   |
| <b>Other Providers</b>  |  |   | <b>Training Central</b><br>Certificate IV in Training & Assessment<br>750 Credits   | <b>Supporting Franchisees</b><br>Supporting Franchisees<br>100 Credits   | <b>Franchise Simply</b><br>Kickstart Franchise Training Workshop<br>380 Credits   | <b>ITFE</b><br>Certificate IV in Entrepreneurship & New Business<br>2000 Credits<br><br>New Business Ventures Skill Set<br>500 Credits  |

Please visit [www.franchise.org.au/education/](http://www.franchise.org.au/education/) to find out more about the Certified Franchise Executive Program or contact the FCA on 03 9508 0888 or email [education@franchise.org.au](mailto:education@franchise.org.au)