

Best Practices for CCNet Franchises

This topic was the subject of a session at the 2013 CCNet Coaches Rally, facilitated by John Morrison, CCNet Coordinator, and Ilke Tilders, CCNet/Europe Franchise Co-Leader. After an overview of the development of franchises in the TNC Efrogmson and CCNet Coaches Networks, the session focused on identifying desired best practices. Ilke presented what her European Franchise has been attempting to do - as a strawman. The assembled franchise leaders discussed each of the elements of franchise best practices (see figure below), and then voted for the top 8 practices. The assembled franchise leaders agreed that these 8 items were a reasonable minimum standard for franchise performance.

The top 8 identified best practices, arrayed by category were:

Leadership & Role Models

1. ensure that the franchise leader has the support of a core team who together drive the franchise ;
2. attempt to tap the talents of high energy individuals (university students, other NGOs, etc.);

Team of Active & Good Quality Coaches

3. ensure a variety of training opportunities;
4. maintain an overview of people that want to become a coach, and of coaches that would like to be involved in training other coaches;
5. all coaches should be encouraged to use the self assessment – based on which the franchise leads form an idea of overall training priorities. The overall category (trainer, coach, coach-in-training) should be visible to other coaches, but the details of the self-assessment need only be shared with the franchise leader(s);

Cadre of Well-Informed Coaches that Well Inform

6. a dedicated person is needed to ensure some kind of franchise web-presence and news distribution service (newsletter, etc.);

Shared Mission & Joint Delivery on Objectives

7. stay connected to global CCNet Coordinating Team (via email, Board Calls, feeding stories into the global newsletter, etc.);

Enablers

8. accessing a bit of working capital is helpful.

In addition to the above, a couple other principles popped up:

- PATIENCE IS IMPORTANT in developing a franchise;
- "Accept the onion" - there will always be variability in the activeness of coaches - including variability for individual coaches over time.

Under duress, the franchise leaders also agreed that a brief, 1-2 page annual franchise workplan sent to the CCNet Coordinator is reasonable.

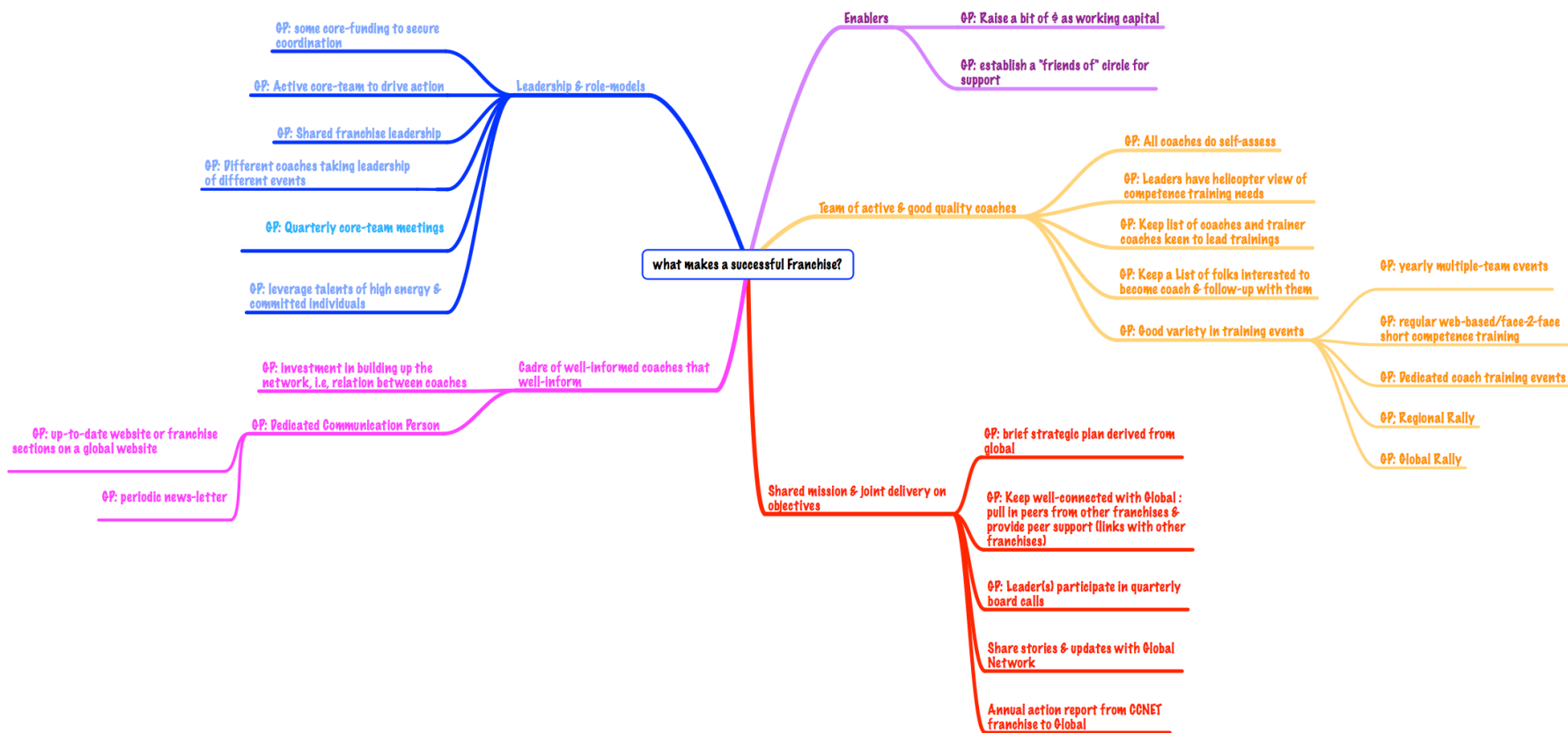


Figure 1. Ideal CCNet Best Practices

The mindmap above reflects the thoughts of a group of predominantly franchise leaders at the 2013 CCNet Coaches Rally. It was developed based on the developments in the CCNet/Europe Franchise – complemented by thoughts from other franchises represented in the Rally session.