

Franchisee Hiring & Retention Toolkit Checklist

Attracting and retaining top talent is one of the biggest, and often most time-consuming, pain points for franchisees, yet it's crucial to the success of their business. For franchisees that employ hourly workers, it can be even more challenging.

Franchisors that actively support franchisees with finding, developing, and retaining great employees and creating a positive organizational culture benefit from higher franchisee satisfaction and buy-in.

Creating a toolkit for franchisees is a simple, yet effective way to improve hiring, onboarding, and retention efforts across the system. Use this checklist as a guideline for creating your own toolkit to share with franchisees.



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Hiring and Recruitment

Hiring Process Flowchart

Create a simple, step-by-step visual of the hiring process. Include:

- Job request submission
- Job posting and sourcing
- Prescreening (automated or manual)
- Interview scheduling and scorecards
- Offer and onboarding

Recruitment Marketing Tips

Offer marketing tips for finding talent locally. Include:

- Recommended job boards (e.g., Indeed, Snagajob)
- Social media post templates
- Employee referral flyer
- Local sourcing ideas (e.g., community colleges, job fairs)

Candidate Experience Guidelines

Share best practices for keeping job candidates engaged. Include:

- Communication timeline templates
- Email/text templates for each step
- Mobile-optimized apply tips
- Estimated total time-to-hire benchmarks

Prescreening & Interview Tools

Provide franchisees with a structure to evaluate job applicants fairly. Include:

- Prescreening questions or digital survey
- Structured interview guides
- Interview rating rubrics
- 'Green flags' and 'red flags' checklist

Onboarding

Onboarding Checklist & Timeline

Help franchisees prepare new hires before Day 1. Include:

- Pre-Day 1 welcome checklist
- First 30/60/90-day onboarding plan
- Orientation checklist
- Buddy program guidance

Data & Metrics Dashboard

Share a sample Excel tracker or dashboard. Track:

- Time-to-fill
- Applicant-to-hire ratio
- First 30-/90-day turnover
- Source of hire

Best Practices & Success Stories

Highlight what's working in the system. Include:

- 2 to 3 short case studies or mini success profiles
- Tips from top-performing franchisees
- Testimonials or interviews



Culture

Welcome Packet

Bake culture into the first 30 days of employment. Include:

- Welcome email template from franchisee or GM
- First-week “culture scavenger hunt” (values, customer stories, etc.)
- New hire buddy program outline
- One-pager: “Here’s what we believe” (brand values + expected behaviors)
- Video from a franchisee or brand leader talking about what culture means to them

Core Values

Help franchisees reinforce core values in daily operations. Include:

- Examples of “values in action” (e.g., customer service wins, team shoutouts)
- Customizable poster/flyer templates to hang in stores
- Digital “core value challenge” cards (1 per week/month with behavior prompts)
- Slack/email scripts for multi-unit teams or team meetings

Recognition & Rewards Playbook

Make appreciation visible, meaningful, and scalable. Include:

- Peer-to-peer recognition card templates
- Manager “Recognition Checklist” (e.g., daily/weekly/monthly habits)
- Low-cost/no-cost recognition ideas
- Nomination form for quarterly brand-wide recognition

Employee Listening Blueprint

Build feedback loops that franchisees can use to listen to their teams. Include:

- 5-question monthly pulse survey template (FBR can create this for your franchisees to use on an opt-in basis)
- “You said, we did” response sheet template
- Meeting-in-a-box to debrief results and take quick action
- Email language to introduce the survey tool as optional
- Tie into FBR employee surveys where applicable and highlight franchisees who acted on feedback successfully.
- Annual performance review template

Conflict & Feedback Toolkit

Create healthy norms for resolving issues and giving feedback. Include:

- Scripts for delivering feedback using frameworks (e.g., SBI, Radical Candor)
- Roleplay scenarios: “How to handle tough team dynamics”
- Manager “Check-in Questions” bank
- Posters or pocket cards for conflict do’s and don’ts
- Exit interview and stay interview templates

Culture Scorecard

Make culture measurable and track progress. Include:

- Sample KPIs: FBR’s Employee Satisfaction Index, turnover, internal promotion rate, engagement and participation in meetings, contests
- Quarterly self-evaluation worksheet for managers
- Peer benchmarking (aggregate only) if enough franchisees opt in
- “Culture Wins” reporting template to help capture real stories



About Franchise Business Review

Franchise Business Review (FBR) is a leading independent market research firm that provides franchise organizations with benchmarking research and best practices to improve franchisee and employee satisfaction and engagement. Since 2005, FBR has been trusted by more than 1,300 top-performing franchise companies to equip them with the people-centric data, insights, and tools they need for long-term growth and success in the franchise industry.

Learn more about FBR's franchisee and employee satisfaction solutions at GoFBR.com

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