

Franchise Communication Code of Conduct

At [BRAND], we believe that open, respectful, and solution-focused communication is the foundation of a strong franchise system. This policy applies to all franchisees, corporate team members, and vendor partners.

1. Speak with Respect

- No yelling (in person or digitally). All-caps emails and aggressive language are unacceptable.
- Address people directly, not through passive-aggressive posts or third parties.
- Use professional language, even when upset. We know “kids today” think punctuation is aggressive, but it still belongs in workplace communications.

2. Listen to Understand

- Ask clarifying questions before assuming intent. It’s important to give people the benefit of the doubt. Their message may be more about what’s happening to them or what they are going through, not about the conversation with you.
- Take a pause before replying when you’re upset. It’s ok to type that message out in the heat of the moment, but let it sit in draft mode overnight and see how you feel in the morning.
- Engage in phone or video calls for complex or emotional topics. When things start to heat up, tone and intention are easy to misconstrue in email and text. Pick up the phone or launch a video call so you can see the person you’re communicating with.

3. Be Transparent

- Share context for decisions whenever possible. Tell people WHY you’ve decided to do (or not do) something they may not understand or agree with. Show them how you’ve considered their perspective.
- Communicate consistently and proactively. When you don’t tell people what’s going on, they will assume the worst. When working on issues that take longer to resolve, don’t go radio silent. Commit to updates and check-ins along the way.

4. Own Your Role

- Bring solutions, not just problems. Offer up ideas for change to move forward. Share examples of what has worked for others.
- Be accountable for your impact and contributions.

5. Stay Constructive

- Critique ideas, not people.
- Focus on improvement, not blame.
- Celebrate wins and progress.
- Violations of this policy may result in communication limitations or escalation to leadership. Our shared goal is a respectful and high-performing franchise system.