

# FRANCHISE RISK GUARD™

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UK Version

## Personality Reports for Selecting The Right Franchisee



Franchise Risk Guard™ helps you select with confidence and protect your business from day one.

# The Risks

Appointing a new franchisee feels like growth. It is only later that the problems appear.

The wrong franchisee does not just struggle. They damage the customers in their territory, drag down the standards your other franchisees work hard to maintain, and **force you to spend management time fire-fighting instead of growing.**

Exiting a failing franchisee is slow, costly, and often contentious.

Territory recovery takes time. Re-recruitment takes more. And throughout all of it, your brand is taking the hit.

Most franchisors make appointment decisions based on interviews, enthusiasm, and instinct.

None of those things reliably predict whether someone has the personality to succeed in your specific model.

That is the risk. And it is entirely avoidable.

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## Most Applicants Will Not Be Right For Your Franchise



# Your Ideal Franchisee

Here's something most franchisors never get told.

All franchises are different. For any given franchise, some personality types will be naturally suited to it, while most will struggle to cope. This is regardless of skills, qualifications or experience.

Your franchise places specific demands on the franchisees and while some applicants will naturally cope well with the demands, most will struggle to cope.

If you want to appoint franchisees who are naturally suited to your franchise, appoint people who are similar to your Role Fit Benchmark.



The **Role Fit Benchmark** determines what your specific franchise demands of people and provides you with the psychological profile of your ideal franchisee.

Your **Role Fit Benchmark** illustrates what you should be looking for. It provides you with **key markers** to compare candidates against, so you can see who is similar to your benchmark and who is not.

You may order benchmarks as you need them.



# Fit & Risk

Do they have the personality type for a franchise model?



- Coachability
- Willingness to Follow Operating Standards
- How They Communicate
- How They Manage
- How They Deal with Customers
- How They Train Their Team
- How They Manage Finance
- Where Friction Is Most Likely to Appear



The Franchise Fit and Risk Report is where you start.

Before you invest time in interviews or deeper analysis, it shows how a candidate is likely to operate within your franchise, and where problems may appear.

It highlights alignment with your model across the areas that matter most, coachability, following your system, communication, and team management.

This allows you to filter out high-risk candidates early, before they cost you time, money, and unnecessary stress.

From there, you move into Reports 1, 2, 3 and 4 to go deeper into each area.

It is a simple, structured way to focus on the people most likely to succeed, and avoid appointing franchisees who will create problems later.



# How To Select The Right People For Your Franchise

Now you can go deeper. In order to select the right people for your franchise, you need to know a lot about them. The more you know, the lower the risk.

PeopleMaps has created four report designs, each covering a different aspect of franchising. You may read one or all four reports about each applicant to learn more about them.



- Delegation
- Decision Making
- Motivation and Engagement
- Performance Management

- Communication
- Development and Training
- Leadership and Direction
- Crisis Management

- Change Management
- Conflict Resolution
- Planning and Organising
- Reprimanding

- Sales
- Following the System
- Working Independently
- Finance and Admin



# Report 1

## Can They Run a Franchise Without Becoming the Bottleneck?



- Delegation
- Decision Making
- Motivation and Engagement
- Performance Management



This report answers the question every franchisor worries about, but rarely measures properly. Can this person build a business, or will everything depend on them?

Report 1 focuses on how a franchisee will run the operation day-to-day. It looks at delegation, decision-making, motivation, and how they manage performance. In simple terms, it reveals whether they will scale or stall.

Some candidates look strong on paper but struggle to let go, avoid tough decisions, or soften standards when it matters most. That is where franchises break.

This report highlights those risks early and gives you structured interview questions to test them properly.

It helps you select franchisees who can build teams, not just stay busy themselves.



# Report 2

## How Will They Lead People When It Really Matters?



- Communication
- Development and Training
- Leadership and Direction
- Crisis Management

Running a franchise is one thing. Leading people through pressure, growth, and challenge is another

Report 2 focuses on how a franchisee communicates, develops their team, leads day-to-day, and responds when things go wrong. It shows you how they will actually behave when managing staff, not how they think they should behave.

Many franchisees start well but struggle when they need to be firmer, move faster, or make unpopular decisions. That is where performance drops and turnover rises.

This report surfaces those pressure points early and gives you the right questions to explore them.

It helps you choose franchisees who can lead consistently, not just when things are easy.



# Report 3

## Will They Maintain Standards and Consistency Across the Business?



- Change Management
- Conflict Resolution
- Planning and Organising
- Providing Negative Feedback and Reprimanding



Franchises succeed through consistency. The challenge is maintaining that consistency when people, situations, and demands vary.

Report 3 focuses on how a franchisee manages change, handles conflict, plans their activity, and deals with performance issues. It shows how they will operate when the business needs structure, clarity, and firm standards.

Some franchisees avoid difficult conversations, allow inconsistency to creep in, or keep things too flexible. Over time, this weakens performance and erodes the brand.

This report highlights those risks early and gives you structured interview questions to explore them properly.

It helps you select franchisees who will protect standards, maintain control, and deliver consistency across their territory.



# Report 4

## Will They Follow Your System and Actually Grow the Business?



- Sales Approach and Commercial Drive
- Following the Franchise System
- Working Independently
- Finance and Administration



Franchising only works when people follow the system and generate revenue.

Report 4 focuses on two of the biggest risks franchisors face. Can this person sell, and will they stick to the model that already works?

Some franchisees come in with good intentions but quickly start changing things, cutting corners, or doing it “their way”. Others follow the system but lack the drive or confidence to build sales.

Both are costly.

This report shows how a franchisee will approach selling, how closely they will follow your processes, how independently they operate, and how they handle the financial and administrative discipline required.

It helps you select franchisees who will grow the business and protect the brand, not reinvent it.



# OnBoarding

## How Do You Get This Franchisee Off to a Strong Start?

Selecting the right franchisee is only half the battle. The real test is how quickly they understand your model and start applying it effectively.

This personality report focuses on how a new franchisee learns, adapts, and settles into your business. It shows how they take on training, how they respond to structure and process, and where they may need more support early on.

Some franchisees start fast but miss important detail. Others struggle to follow a defined system and begin adapting it too soon.

This report helps you tailor your onboarding approach, so each franchisee gets the right level of structure, support, and challenge from day one.

It helps you reduce early mistakes, accelerate performance, and set the right habits from the start.



- Learning Style and Training Approach
- Following the Franchise Model and Procedures
- Managing Information and Avoiding Overwhelm
- Handling Detail, Finance and Administration
- Time Management During the Early Stages
- Settling In, Confidence and Early Support
- Sales Approach and Early Commercial Focus

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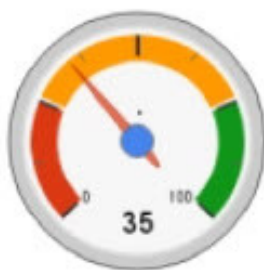
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# Personality Gauge Pairs

## Gauges include

Each personality report includes some personality gauge pairs. These provide you with a very specific insight into each candidate. PeopleMaps has dozens of gauges and each report includes some relevant pairs for franchising.

For example, the gauge pair below will tell you now.



**Concentrates fully on one thing at a time**



**Natural desire to multi-task**

Gauges provide you with clear measurable results for very specific behaviours. If you know that the franchise requires people to multi-task, then the above candidate would be a good choice.



**Organised**



**Adaptable**

And if you knew the job required individuals to be very adaptable then the above applicant is likely to struggle with this aspect of the job. Unfortunately, you will not find someone who is both very organised and very adaptable. The gauges also help you think about your priorities and keep it real.

You can also, quickly and easily, compare an applicants gauge scores against your Role Fit Benchmark.



# Why This Reduces Your Risk

Most hiring mistakes happen because of an over reliance on CVs and the interview.

Interviews often reward confidence, preparation and likeability. They do not reliably reveal how someone will behave when in the role.

Personality Reports change the conversation.

They ensure you:

- Ask the right questions
- Test real working behaviour
- Explore potential issues
- Understand how the applicant will operate day to day

## Performance Bias

This section of the report helps protect you from;

1. Appointing a strong interview performer who ultimately struggles with the franchise.
2. Overlooking applicants who don't come across well when you interview them but may have what it takes to run the franchise.

The reports structure better conversations, expose assumptions and reduce guesswork.

And most importantly, you should never hire strangers.

**Franchise Risk Guard™** gives you behavioural insight before you commit, so you make decisions based on evidence, not instinct alone.

That is how you reduce your risk.

## The Questionnaire

The personality questionnaire only takes 5 minutes to complete, so applicants are happy to do so.

## No Training Required

Reports are written in plain English as interview guides, so no specialist training is required, as no interpretation is required.

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# Try it for FREE

When you sign up for a free trial you receive £50 worth of credits. You may read your own report or try it with a real candidate.

No subscription required upfront for the trial.

Or subscribe to the Standard Plan and give it a proper go with several applicants.

There is no set up fee and no specialist training required.

You may cancel your subscription at any time. Unused credits carry forward.



You may upgrade to the Discount Plan at any time and enjoy a 50% discount rate and £200 worth of credits added each month.

Use the reports to turn strangers into people you know very well. See the difference in your appointment decisions.



# PRICING PLAN

## STARTER PLAN

- x1 Franchise credit per month
- £50 for additional credits
- £50 for OnBoarding credits
- Unused credits carry forward
- Email support

**£39/M**

## GROWTH PLAN

**30% DISCOUNT**

- x4 Franchise credits per month
- **£35** for additional franchise credits (30% discount)
- **£35** for additional OnBoarding credits (30% discount)
- Unused credits carry forward
- Franchise and Onboarding Credits are interchangeable
- Optional Online Training included
- Email support

**£99/M**

## PRO PLAN

**70% DISCOUNT**

- **x10 Franchise** credits per month
- **£15** for additional Franchise credits (30% discount)
- **£15** for additional OnBoarding credits (30% discount)
- Unused credits carry forward
- Franchise and Onboarding Credits are interchangeable
- Optional Online Training included
- Email support

**£147/M**

## ENTERPRISE PLAN

**Unlimited** credits per month

If you process a lot of franchise applicants then ask about our unmetered license, where you get to profile all applicants for a fixed monthly fee.

**POA**

**Try it for FREE.**

Before you buy, make sure you try it for free

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