



FRANCHISEE POTENTIAL PROFILE™

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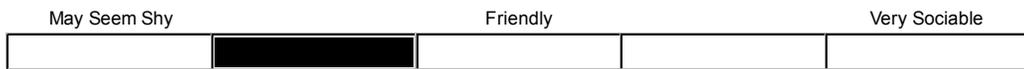
Franchisee Matching Considerations

The Candidate's Likely Behaviour

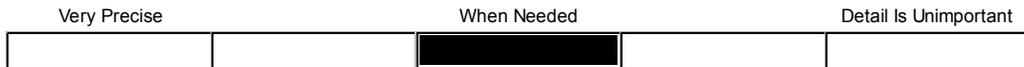
Adherence To Franchise System



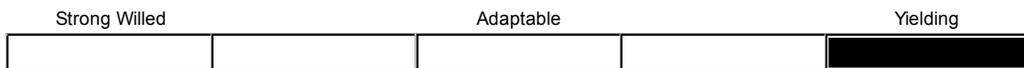
People Orientation



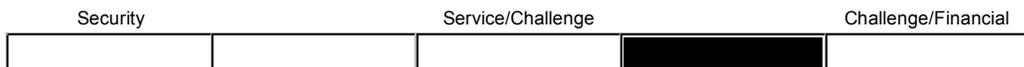
Attention To Detail



Dispute Resolution



Major Motivators



Enterprising Potential (EP) Summary/Questions/Training

Selection Considerations - Coaching Needs

Average Score of the General Population = +50
Average Score of SUCCESSFUL franchisees = +80

This section compares the candidate to other SUCCESSFUL franchisees
This Candidate's Score = +19

Selection Considerations

He/She would tend to work best in a structured, uncompetitive and unpressured work environment. If your system can offer this kind of environment, and he/she has an exceptionally good existing customer base which he/she will use for both the immediate and longer term development of business, as well as a strong partner he/she may have a chance of survival in your system.

QU Highlight any process or support oriented positions you had in the past. Describe how you felt about this type of position and whether it was one in which you were able to make your best contribution to the business.

QU Describe any previous experience in jobs or volunteer work in a support or service role.

QU Outline some examples of how well you have fitted into other jobs. What did you do to learn whatever was required? Highlight some examples of how carefully you followed the established procedures. (Check references.)

QU Describe any additional training you have taken to help you in business?

Coaching and Training Requirements:

- There is probably more to be gained by structuring his/her time and activities than by trying to expose him/her to learning experiences and hoping he/she will develop these skills.
- The pressures he/she will face in being trained, may be more than he/she is able or willing to endure.
- Even with training survival is doubtful.

Achievement Potential (AP) Summary/Questions/Training

Selection Considerations - Coaching Needs

Average Score of the General Population = -25
Average Score of SUCCESSFUL franchisees = 0

This section compares the candidate to other SUCCESSFUL franchisees
This Candidate's Score = +4

Selection Considerations

This is an acceptable result on the A.P. Scale. This level of A.P. Scale results predicts the potential for eventual higher than average performance. People with A.P. scores like this tend to have a strong need for achievement and are generally anxious to finish any training requirements and get started at the job.

FOCUS: To best understand this person, you need to effectively evaluate the balance between his/her achievement motivation level, in terms of challenge or money motivation and his/her 'people' or service orientation.

QU Highlight any achievements over the past two to five years which gave you the greatest satisfaction. What was it about these achievements that gave you that satisfaction?

QU Describe any demanding learning/working experience you have undertaken because it would contribute to your career advancement.

QU Describe any really good successes in school, sports, politics, part-time or full-time jobs, etc. (Check the examples with references.)

Coaching and Training Recommendations:

- Since he/she likely has the energy and ambition to succeed, train in sales closing techniques so that he/she may apply that energy and ambition effectively.
- He/She will learn his/her best techniques for persistence in closing by being trained by someone who has a style of approach which fits well with his/her own personality.

Independence Potential (IP) Summary/Questions/Training

Selection Considerations - Coaching Needs

<p>Average Score of the General Population = +20 Average Score of SUCCESSFUL franchisees = +50</p> <p>This section compares the candidate to other SUCCESSFUL franchisees This Candidate's Score = +84</p>
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Selection Considerations

With this extremely high level result on the I.P. Scale score, he/she will tend to rebel against any tightly controlled work situation. If you can give him/her lots of freedom of action once he/she demonstrates that he/she has earned it through performance, then he/she might stay with you. He/She may try to change your system, especially if his/her E.P. score is also high.

QU Describe how much freedom, independence and autonomy have you had in your most recent job(s). Outline what you accomplished within whatever constraints were placed upon you. Highlight how much supervision you were given and how you felt about the type and quantity of supervision you received. Describe how it helped or hindered getting the job done? Examples? (Check with references.)

QU Describe any situation where you have come into conflict with a supervisor over any issue relating to your need for a great degree of independence. How did you handle it? References.

QU Describe the best kind of work environment for yourself in terms of being supervised, in terms of being part of a team and in terms of team leadership by yourself and/or others.

Coaching and Training Recommendations:

- May present problems in training because of strong I.P. Scale score.
- He/She is almost certainly going to feel (but perhaps not say) that there is really very little that 'head office' can teach him/her.
- He/She will want to do it his/her own way from the outset in almost everything he/she does.
- A short, well focused and intensive learning experience followed by close supervision only until he/she performs up to some pre-agreed standard is recommended.

People Orientation (PO) Summary/Questions/Training

Selection Considerations - Coaching Needs

<p>Average Score of the General Population = 0 Average Score of SUCCESSFUL franchisees = +20</p> <p>This section compares the candidate to other SUCCESSFUL franchisees This Candidate's Score = -6</p>

Selection Considerations

The P.O. Score result is so low compared to other successful franchisees, that it should be a concern as to whether or not this person will be able to deal effectively with others, either customers and employees or partners. This type of score generally indicates that a type of franchise requiring a minimal amount of people contact best suits him/her.

QU Describe examples of work and other situations within which you has performed successfully as a 'team' person. Were you just a team member or did you assume some team leader roles? Which did you prefer? Why?

QU Outline any formal or informal training you have taken to learn 'people' skills.

Coaching and Definite Training Requirements:

- Train to develop "people skills" and to sensitize him/her to the needs of others.

Analytical Orientation (AO) Summary/Questions/Training

Selection Considerations - Coaching Needs

Average Score of the General Population = -10
Average Score of SUCCESSFUL franchisees = +4

This section compares the candidate to other SUCCESSFUL franchisees
This Candidate's Score = -7

Selection Considerations

The Inv. Score is very low. If yours is a business which demands a lot of initial or ongoing technical learning, he/she may have difficulty finding satisfaction or perhaps even coping acceptably with this aspect of the business. Indeed, for some people, learning requirements and a requirement for attention to detail are extremely negative in a work environment.

QU. Describe any learning experiences that you have taken which may help you qualify for a franchise. Highlight how much time, EFFORT and money you have invested to get the learning experiences that will aid any business development.

QU. Highlight your areas of competency. (Are they a 'technical' competency or a 'people' related skill?) Describe anything that you do outside of work which contain some strong technical components which you have mastered.

Definite Coaching and Training Requirements

- Monitor him/her most carefully to ensure that he/she both learns and correctly employs the new technical knowledge.
- May lack attention to detail - train/supervise him/her rigorously in the paperwork side of the business.

Long Term Performance Factors

Based On The Enterprising Potential Results

If he/she survives a validation period and reaches an acceptable performance level, he/she will likely do so at considerable cost in terms of creating physical and psychological distress for him/herself. Helping him/her to learn how to cope with these stresses may help in keeping him/her.

Based On The Achievement Potential Results

He/She could become bored with a business that is repetitious even if the outcome is a good income. To stay with you in the long run, he/she will have to be challenged by both the performance demands of the business and by a requirement to develop new and creative business or personal opportunities for him/herself.

Based On The Independence Potential Results

To stay with any organization, he/she must have repeated opportunities to do business in his/her own, new and creative ways. There is often a problem in training and retaining such persons as they can be headstrong and demand freedom before they have earned it, but you must train them or they may expend their energies doing entirely the wrong things.

Based On The People Oriented Scale Results

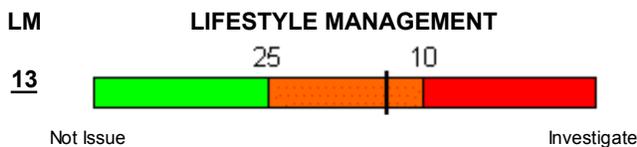
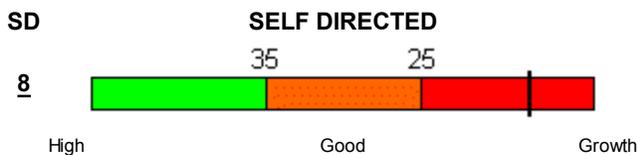
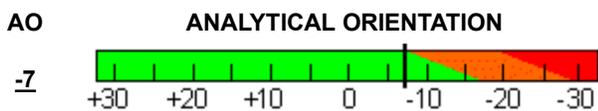
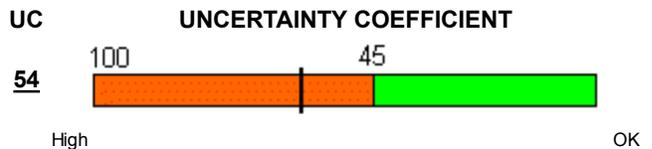
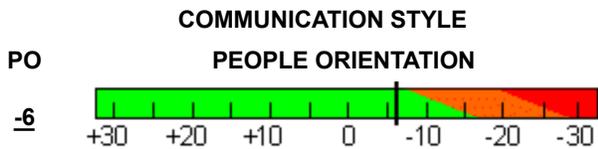
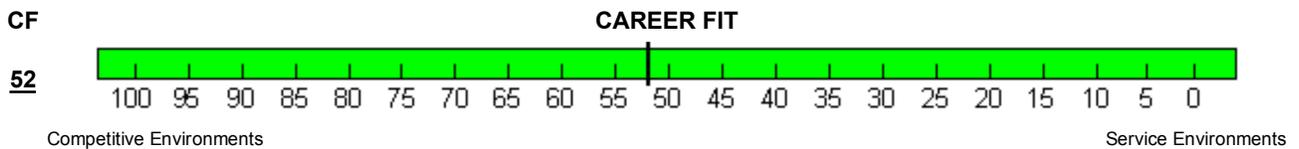
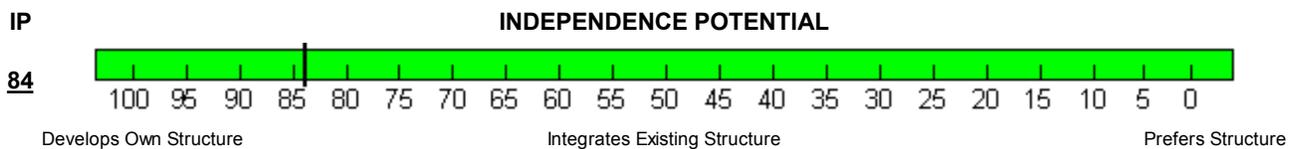
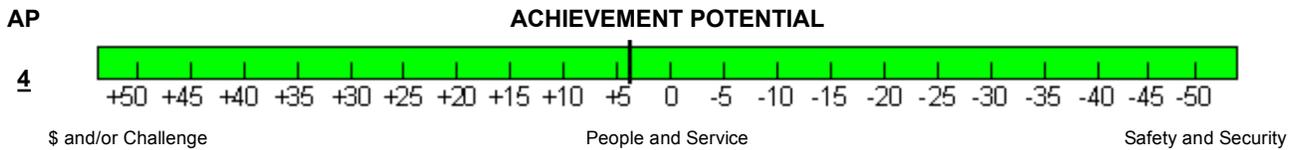
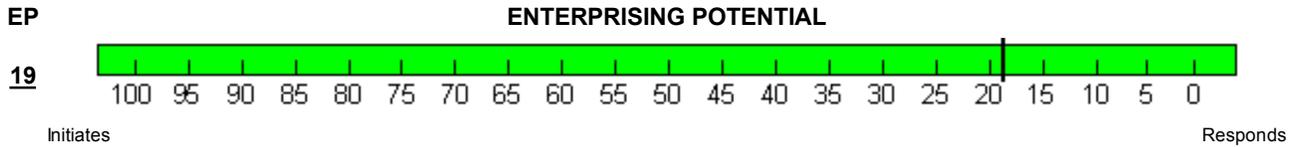
He/She is more likely to find positions with a low level of people contact to be most satisfying.

Based On The Analytical Oriented Scale Results

If there is an ongoing requirement for him/her to take courses and upgrading in a technical sense, he/she may not stay with you.

Summary of Scores

■ Ideal
 ■ Mild Caution
 ■ Strong Caution



Science Score

If EP > 70, Score = 5
 If EP 50 – 70, Score = 4
If EP < 50, Score = 3
 Subtract 1: if AP < -15 or IP < 20
Subtract 1: if SD or LM < 25

Final Score = 2

Responses from Opinions Section

1=Don't Agree At All	2=Agree A Little	3=Somewhat Agree	4=Moderately Agree	5=Definitely Agree
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1. I am successful at most aspects of my life (2)
2. I stay focused on my priorities (5)
3. Chance determines most things (1)
4. I sometimes lack the energy to perform important tasks (2)
5. Effort gets results (1)
6. I am comfortable with changes in technology (5)
7. I am often influenced by others (1)
8. To be effective on the job, I need more energy (2)
9. I have never told a lie (5)
10. Most mistakes can be avoided (1)
11. I can concentrate on things over long periods of time (2)
12. Mistakes are inevitable (1)
13. It is difficult to establish job priorities (5)
14. People get the respect they deserve (2)
15. I enjoy pressure on the job (1)
16. To be effective, I need to make several lifestyle changes (5)
17. I have little influence over my work environment (2)
18. I find it difficult to manage my professional demands (1)
19. Most on-the-job conflicts can be avoided (5)
20. I generally have a positive attitude towards work (2)
21. All my habits are good and desirable ones (1)
22. People's good qualities are seldom recognized (5)
23. I never envy others their good luck (2)
24. Hard work brings success (1)
25. I excel in a dynamic environment (5)
26. Success is mostly luck (1)
27. I would have difficulty integrating a demanding career into my lifestyle (2)
28. I have never been late for work or for an appointment (5)
29. I can be whatever I choose to be (2)
30. I take care of myself with good daily habits (1)
31. I have never boasted or bragged (5)
32. I often allow my attitude to negatively affect my performance (2)
33. It is difficult to establish job priorities (1)
34. I have never said anything unkind about anyone else (5)
35. The right decision can change things (2)
36. Regular habits are an important part of my success (5)
37. What will happen will happen (2)
38. I have difficulty coping with daily job challenges (5)
39. Ordinary people can influence government (2)
40. No one is ever rude to me (1)
41. During this past year I have missed very few days of work (5)
42. I have little influence over my work environment (2)
43. To be effective, I need more energy (5)
44. My opinion is always the correct one (2)
45. A good plan can avoid mistakes (1)
46. I am a very confident person (5)
47. Plans never work out (2)
48. People do not understand the pressures of my job (1)
49. Effort is my responsibility (5)
50. I thrive under pressure (2)
51. My performance depends on the situation (1)
52. It is difficult to establish job priorities (5)
53. There is no such thing as luck (2)
54. Stress improves my performance (5)
55. Things happen mostly by accident (1)
56. I have difficulty coping with daily job challenges (2)



**CANDIDATE FEEDBACK ON THE RESULTS OF THE
FRANCHISEE POTENTIAL PROFILE™**

An Overview of Your Personal Characteristics & Career Strengths

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Personal Strengths/Career Needs

In Terms of Your Enterprising vs Support Role Possibilities

You would be described as extremely accepting, considerate, agreeable and mild mannered. In a structured, defined and organized work environment you would be well able to achieve the results required in the job. In a less clearly defined or in a somewhat disorganized situation you would tend to be cautious. You would tend to avoid situations which create conflict or pressure in business or in your personal life. Your greatest personal productivity and satisfaction will likely be found in a routinized service or support role.

In Terms of Your Style & Strength of Various Motivations

You would be described as being motivated both by a genuine concern for the well being of others and by the opportunity to achieve an excellent standard of income for yourself through the application of your talents and effort to the achievement of very demanding goals. To achieve both your 'people-oriented' and your personal goals, you may become somewhat hard driving, eager and active and if delayed, occasionally impatient. There is a balance in your motivational pattern between an orientation towards people or service considerations and towards bettering your own life. This means that you will want to assess each step in your career path in terms of its social merit as well as its pay-off to you. If either element is seriously limited in a job, you may have difficulty in committing yourself completely to it.

In Terms of Your Independence vs Your Need to Be in the 'Team'

You would be described as extremely strong minded, stubborn, demanding, firm independent and resolute. You would seek responsibility and dislike constant supervision. Your result indicates that you are an individual interested in developing your own skills, and innovative in developing your own procedures or methods of approaching business, perhaps even to the extent of conflicting with existing company procedures. In a team situation you would be most likely to move as quickly as possible into a team leadership role if you decided to participate in the team at all.

In Terms of Your Orientation Towards the 'People' Side of Business

You would be described as somewhat sociable, enthusiastic, cheerful, lively and entertaining. While valuing social interactions, you may be somewhat reserved in your initial contacts with new people. The achievement of goals would be through personal relationships developed over a very long period of time.

In Terms of Your Orientation Towards Technical & Practical Concerns

You would be described as somewhat logical, reflective, analytical, factual and practical. Intellectual challenges, when offered just as challenges without any obvious practical utility, would not appeal to you as strongly as would other kinds of challenge and opportunity. Ideas and concepts which were of solid practical use would be of interest to you.

What To Seek/What To Avoid In a Franchise Opportunity

What Should You Look for in a Franchise/Business that Matches You Best?

- + Look for a position in the support or service function within a company where you can confirm that the role has a well structured and organized function. In considering the job, see if there is a detailed job description and daily work plan. If possible talk to others in the company about the job.
- + Look for career opportunities which combine work of genuine social value with an equally genuine opportunity to take on demanding and challenging tasks for which you will receive recognition and good financial compensation.
- + Look for employment that will provide you with a lot of freedom of action to be creative in developing your own ways to do business. You should seek a supervisor that likes staff to think for themselves and work independently.
- + You should look for employment that calls for an average amount of people contact and a limited number of contacts with new people. However, some of your job satisfaction would be found in the interaction with people at work.
- + Look for employment that has a limited amount of analytical, technical and discovery learning to it. There are other challenges and rewards in the work environment which are more appealing to you. When you discover these, target them as ideal job requirements/opportunities.

What Should You Avoid in a Franchise/Business that Doesn't Match You?

- Avoid any franchise where the business seems to lack a precise structure or where you feel the company or the operations plan is not adequately organized. If the opportunity requires you to be responsible for both planning and doing the job, it may create far too much pressure for you.
- Avoid opportunities which you feel do not have any real human merit in them. As well, avoid franchises in which everyone is treated alike regardless of their effort and performance. You can use your talents best where both the 'people' element and the challenge element are present.
- Avoid business opportunities in which you would be expected to follow rigorous rules and be under close and continuing supervision for an extended period. However, you should be careful not to give people the impression that there is little anyone can teach you.
- You should avoid a franchise opportunity where you are expected to perform an exclusively public relations role.
- Avoid businesses that are particularly detail oriented. Businesses that require you to quickly learn and apply new technologies or vast amounts of new information won't be particularly satisfying.