Our Training and Support Guides You from Start to Finish: A Deep Dive Into the Shipley Training and Support for Franchisees

Comprehensive franchise training and support are essential for a new franchise business to be successful. Without adequate training, potential franchisees can quickly become overwhelmed with the amount of information they need to know before launching their own business.

With proper training and support, these new franchise owners can quickly learn the necessary skills needed to run their businesses efficiently.

Shipley Do-Nuts is no stranger to superior franchise training and support. Our experienced team will guide you every step of the way. In this eBook, we'll cover everything you need to know about our extensive training and support programs.

Our Three-Phase Learning Strategy

Shipley Do-Nuts is proud to provide our new franchisees with centralized training for all positions across their operations. Our training strategy is directed toward onboarding, upskilling, and reskilling training efforts for:

- Team Members
- Shift Leaders and Managers
- Multi-Unit Leaders
- Certified Trainers
- Ongoing Initiative Support

We aim to promote a culture of continuous improvement and learning here at Shipley. Our training efforts are geared toward getting trainees into positions as quickly as possible while also promoting incentive-based upskilling opportunities.

Shipley takes on a hybrid approach to teaching and learning by combining bite-sized electronic training for optimal retention with shoulder-to-shoulder, on-the-job experience-based training.

We have developed a three-phase approach to our training program:

- Phase 1: Do-Nut University
- Phase 2: New Shop Opening (NSO) Training
- Phase 3: Ongoing Digital Training

Phase One:
Do-Nut University

Do-Nut University is a 4-week training program designed for first-location general managers and area managers. This training takes place 120 to 90 days before the new shop is scheduled to open its doors to the public.

The objective of this program is to provide multi-unit managers, general managers, and unit managers with the skills needed prior to new shop opening so that they can hold team members accountable.

After attending Do-Nut University, operating principals and general and unit managers will return home with adequate knowledge of Shipley processes, procedures, and systems to operate their shop and support trainers when coaching their team members.

Who Should Attend?

Do-Nut University is for those overseeing day-to-day operations. This will include the following:

- The franchisee or operating principal, depending on the shop structure
- The shop's general manager
- Shop managers

What Experience Should They Have?

The team members attending Do-Nut University should have restaurant management experience, which includes the following:

Human Relations (HR):

Experience in recruiting, hiring, training, and managing the performance of team members.

Inventory Management:

Experience in ordering goods and managing inventory and costs.

Labor Management:

Experience in scheduling employees, managing labor costs, and understanding general payroll processes.

Safety and Sanitation Skills:

An understanding of restaurant safety and sanitation needs.

Phase 2:
New Shop Opening (NSO) Training

For Shipley's NSO training, certain team members are required to arrive the Tuesday before the opening week of the donut shop to align with their team. Team member training takes place from Wednesday through Sunday, with Shipley's signature Friends and Family practice run on the Sunday.

The objective of our NSO training is to provide project management assistance throughout the duration of the shop build, not to mention offering hands-on training support.

Who Should Attend?

Shipley has got you covered with a training team for the duration of your NSO training.

For multi-unit owners opening one to three donut shops, the general and shop managers should be scheduled throughout the training week to manage the team and provide operational support. The franchisee or the operating principal (whoever oversees the day-to-day operations) should also be on-site.

Multi-unit owners opening four or more donut shops will be accompanied by a Shipley Do-Nuts corporate representative who will attend the new shop training and opening. At this training, the multi-unit operator or operating principal, general and shop managers, and franchisee-certified trainers should all be present throughout the training week.

How to Prepare for NSO Training

Fully staff your shop team:

A rule of thumb for our franchise shop openings is 1.25–1.5 full-time team members per $1000 in sales.

Complete schedules:

Complete training and opening week schedules ahead of time so they are easily edited as needed. Don't worry! We'll provide you with templates.

Come early:

You should arrive between 2 am and 3 am and be prepared for a challenge.

Complete all new hire onboarding:

Make sure the team members can clock in for orientation and moving forward.

Phase 3:
Ongoing Digital Training

Shipley is proud to offer our franchisees proprietary electronic training to support ongoing learning for hourly team members and managers through our mobile-based Learning Management System, which is hosted by Opus Training.

This training aims to facilitate new-hire onboarding, upskilling, and reskilling training programs for all levels of the team (team members, shift leaders, managers, and certified trainers). Our ongoing digital training is designed for deskless employees, allowing our managers to become coaches.

Why Opus?

- Training delivered is via iOS and Android mobile or tablet devices.
- 100+ languages are provided, with instant translation.
- No email is required to use the app.
- Reduces manager "burden," allowing them to track, verify, and communicate with the team instantly, in combination with on-site shoulder-to-shoulder, on-the-job training.
- Allows managers to become coaches while saving time.
- Provides access to Shipley programs while allowing you to add additional programs and information relevant to your donut shop.

Shipley's Ongoing Support

Once you've completed our three-phase training program, you'll be fully equipped to run your donut shop successfully, but we'll still be alongside you to guide you through your successes and hurdles.

Innovative Marketing Support

When you invest with Shipley Do-Nuts, attracting customers to your new donut shop will never be a challenge.

Here's how our innovative marketing team continues to support your new business endeavor:

- Strong public relations activation when you sign your franchise agreement
- Pre-opening marketing plan
- Grand opening marketing plan
- Ongoing field marketing support
- Annual marketing calendar
- Digital menu board updates
- Point-of-sale marketing materials to support promotions and introduction of new products
- Online ordering and catering opportunities
- Discounted print services

Operations and IT Support

You'll receive a dedicated onboarding and field support Franchise Business Coach (FBC) when you invest in Shipley Do-Nuts.

Your FBC will help you with the following:

- Ongoing business and P&L reviews
- Operational reviews
- Territory development support
- Franchisee intranet
- Accounting system integration
- 24/7 point-of-sale system support
- Franchise back-office support
- Strong vendor partners
- Roadshow meetings and webinar updates

Are you ready to take on all the learning opportunities Shipley Do-Nuts has to offer? Please don't hesitate to contact us for more information!

www.ownashipleydonuts.com