

APPENDIX A

# THE FRANCHISE HEALTH INDICATOR™

**T**HE FRANCHISE HEALTH Indicator™ is a simple and powerful assessment designed to help franchisees understand the overall health of their business. It looks at the areas that matter most in day-to-day operations and long-term success, including leadership, marketing, financial habits, people management, customer experience, systems, and personal well-being. Many franchisees work incredibly hard but do not always know where their blind spots are, or which changes would make the biggest impact. The Franchise Health Indicator gives them a clear starting point.

The assessment was created by two franchise experts, Steve Whiteside PhD and Alex Read, founders of the Franchise Leadership Center. After decades of supporting franchise owners, operators, and system leaders, they wanted to give every franchisee access to a practical tool that brings clarity and direction. The Franchise Health Indicator is their gift to the franchise community as a way to help owners feel more confident, more supported, and more in control of their journey.

The assessment takes only a few minutes to complete and provides a structured snapshot of where your franchise is strong and where it may need focused attention. It's not a test, and it's not used for scoring or comparison. It's simply a tool to help you see your business more clearly so you can take meaningful action. The questions are based on real franchisee challenges, common patterns seen in high-performing locations, and the lessons gathered from decades of coaching and operating franchised businesses.

If you would like to take the Franchise Health Indicator, you can visit the official assessment page at [flc.rocks/score](http://flc.rocks/score)

It is completely free and open to any franchisee. After completing the assessment, you will receive an in-depth personalized report delivered directly to your email. This report includes insights, explanations, and practical steps you can use immediately. Many franchisees describe it as the first time they have seen their business laid out in a clear and organized way. The goal is to help you quickly identify where to focus next and to give you a sense of confidence about your path forward.

This tool is offered at no cost because every franchisee deserves access to clarity, direction, and support. The happier and healthier you are as a franchise owner, the stronger your business becomes.

The Franchise Health Indicator™ is trademarked and owned by the Franchise Leadership Center.