



Emotional Fulfillment - Controlling Your Own Destiny

Now that we have the basic business concepts down, let's talk about you. Does a Franchise meet your needs?

When you think of becoming a businessperson by making the transition from employee to Franchisee, you don't generally think in terms of emotional fulfillment. However, in reality, the evaluation of emotional factors should play a significant role in making that final decision to join the world of the capitalist or remain in the realm of employee.

Of course, every analysis should include the standard of comparing risk to return. It should include income projections and cash flows. It should include the analysis of financing avenues, site selection alternatives and many other objective criteria. The course of due diligence should be driven by a systematic approach to each of these items.

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However, in the end, assuming the objective criteria have been ticked off your list in a satisfactory fashion, it should boil down to emotional fulfillment.

After all, we all have a right to be

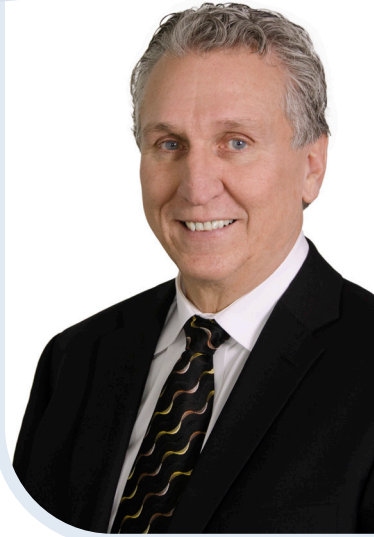
happy. That statement – “We all have a right to be happy” – has changed the course of my life on several occasions. An acquaintance casually passed one of those statements over dinner one evening. It was ignored by everyone at the table, except me. It hit me right in the heart. It stuck to me like red on a stop sign. As a result, I have made many important life decisions based on emotional criteria, in addition to objective criteria. If it doesn't pass muster on both fronts, I look for a better course.

There are many employment situations that can meet your emotional needs, wants and desires. Of course, there are also many that do not and cannot. A full examination of emotional criteria should include the analysis of several items, with the goal of determining whether your needs can be met by a job or whether it is more likely they can be met by your own business.

Control Your Own Destiny

The degree of priority this criterion holds for an individual is probably the single most important factor to consider before making the decision to strike out on your own. How important is it that you control day-to-day decisions about what you do, and where you do it? How important is it to you to know you have ultimate control over whether you stay or go at some point?

The reality is it's not really possible to control your own



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destiny with a job. Even the most important CEOs must answer to the board of directors. In more traditional circumstances, when and where you travel, when you get promoted, how much you earn, and how long you keep your job are items out of your control. The boss, and his boss, and her boss, control those things. As we have seen, bosses change – as do boards – and status quo is sent for a topsy-turvy spin. When and if those things happen are generally not in the control of an employee.

As we have seen in recent years, rightsizing, downsizing, outsourcing and severance packages are the norm of the employment world. The importance of these items, including the degree of control you require over them, should help guide you to your own comfort zone. In addition to a systematic approach to the objective items, these emotional factors should be ticked off the list as well. Are you satisfied where you are? Can you achieve your goals and dreams in your current situation? Are you more likely to satisfy the need to control your results with your own business? How important is each criterion to you?

“Rightsizing, downsizing, outsourcing and severance packages are the norm of the employment world”

Did you have to travel over your son’s birthday? Did you have an expense disallowed unfairly? What is the likelihood of the bronze (as opposed to golden) parachute at age 53, with a low chance of a comparable position in the job market? Did you get passed over for a promotion, did you have to work overtime through the Christmas holidays, did you miss your daughter’s volleyball tournament because you couldn’t get off early on Friday? If these things eat at you, perhaps a change in course is due. If you accept these things go with the territory of employment, then change may not be necessary.

Of course, as you progress up the ladder of promotion, you gain some

additional autonomy for these types of issues. However, you must also try to determine if that next rung also carries an additional risk of termination at some point.

On the other hand, will being in the business you are evaluating help solve the problems that are important to you? Will your business cause the same travel issues? Will the time demands– or strange hours of being a businessperson –be an advantage or disadvantage?

Evaluate these items honestly and with as much empirical evidence as you can gather, along with the other control issues that matter to you. Then determine which situation will help you to achieve your goals most appropriately. Determine how important that is to you. Then it’s time to move on to the next evaluation criteria.

If you always use the “I deserve to be happy” test with each criterion and try to determine which scenario is most likely to get you closest to that goal, then you will know which column to tick. If you execute this exercise in a systematic fashion, along with a systematic evaluation to the objective criteria, it will help to provide clarity for you in the decision-making process.

The exercise should then be repeated for a whole host of other emotional factors such as financial independence, day-to-day motivation, building an asset of value, appreciation for efforts, fair remuneration for results generated, free time for family and friends, community respect, recognition of achievements and several others.

The bottom line is you’ve got to look at ROI, cash flow, the system of support, the value of building a brand, the marketplace and the other objective criteria needed to make a proper decision. However, you also need to examine what you want out of life and whether a Franchise will help you get there.

