

Expanded Definitions

1. Why is Equity, Diversity, and Inclusion important to the franchise system?

Equity, Diversity, and Inclusion (EDI) are essential to the franchise system because they promote a fair, dynamic, and socially responsible network that improves brand image, encourages innovation, mitigates risks, builds relationships, and attracts top talent. Embracing EDI helps create a franchise environment where all members feel valued and empowered, leading to better decision-making, increased customer satisfaction, and a stronger, more resilient franchise community.

2. Equity

Equity in the franchising landscape means ensuring fair treatment, opportunities, and advancement for all franchisees and stakeholders. Unlike equality, which treats everyone the same, equity recognizes that individuals have different needs and circumstances. It involves implementing norms, practices, and policies that ensure identity does not predict opportunities or outcomes. Equity requires providing the necessary resources and support to eliminate barriers, address past discrimination, and ensure everyone has the chance to succeed and thrive within the franchise system.

3. Diversity

Diversity within the franchise system encompasses the presence of a wide range of perspectives, identities, and experiences among franchisees, employees, suppliers, and partners. This includes differences in race, gender, age, sexual orientation, ability, socioeconomic status, education, and more.

Embracing diversity means recognizing and valuing these differences, which can lead to a more innovative and effective franchise network by bringing together varied ideas and solutions.

4. Inclusion

Inclusion in the franchise system involves creating an environment where every individual feels welcomed, valued, respected, and appreciated for their unique identities. It means encouraging a culture where

all franchisees, employees, and partners can bring their authentic selves to the table, in an accessible way, contributing fully to the franchise's success. Inclusion involves ensuring that all voices are heard and considered. An inclusive franchise system actively recognizes and celebrates differences, ensuring everyone has a sense of belonging and equal opportunities to thrive, thereby enhancing overall performance and satisfaction.