



EDI Program Checklist for Franchise Systems

This checklist is designed to help franchise members, whether in start-up or mature stages, implement equity, diversity, and inclusion (EDI) initiatives through clear and practical steps. By following these guidelines, businesses can create more inclusive environments and improve equity across the franchise system.

1. Assess Your Current EDI Status

- ☐ Review processes: Look at hiring practices, customer service, and business relationships (suppliers, partners, etc.) for potential gaps in equity or inclusion.
- ☐ Ask questions: Use a brief, informal survey to ask employees, franchisees, or suppliers if they feel included and valued and what they feel could be improved.
- ☐ Audit communications: Check materials like job postings and marketing for inclusive language and imagery.

2. Define Clear Roles and Responsibilities

- ☐ Choose a lead: Designate someone in to lead EDI initiatives (e.g., manager or team member).
- ☐ Clarify expectations: Outline specific responsibilities (e.g., attending training, providing feedback).
- ☐ Set up communication channels: Create a way for stakeholders to share EDI updates and progress.

3. Develop an EDI Plan

- ☐ Use templates: Start with an EDI policy template from a trusted source, such as the Canadian Centre for Diversity and Inclusion, and customize it for your franchise.
- ☐ Set specific goals: For example, “Increase hiring of underrepresented groups by 10% in the next year.”
- ☐ Get feedback: Share the draft plan with employees and franchisees for input before finalizing.

4. Provide Practical Training

- ☐ Host short sessions: Arrange 30-minute workshops or webinars to introduce EDI principles.
- ☐ Focus on scenarios: Use real-life examples, such as inclusive hiring practices or handling diverse customer needs.
- ☐ Share resources: Provide access to free tools like articles, videos, and guides for ongoing learning.

5. Take Immediate Action

- ☐ Make small changes now: Update job postings to use inclusive language or ensure accessible store layouts.
- ☐ Start conversations: Encourage employees and franchisees to discuss EDI openly at team meetings.
- ☐ Review vendors: Ensure your suppliers align with your EDI values.

6. Monitor Progress

- ☐ Track participation: Keep a list of who attends training and contributes to EDI initiatives.
- ☐ Set simple metrics: For example, “Ensure 100% of managers complete EDI training by the end of the quarter.”
- ☐ Collect feedback: Use surveys or meetings to learn what’s working and where improvements are needed.

7. Refine and Communicate

- ☐ Review yearly: Revisit your EDI plan annually to make updates based on feedback and results.
- ☐ Share progress: Include EDI updates in newsletters, meetings, or franchise gatherings.
- ☐ Celebrate wins: Highlight successes, such as improvements in workplace diversity or customer satisfaction.