

LARRY HODES

Speaker Profile



Franchise and Retail Scale with Clarity



grow

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Coach, Franchisor and Entrepreneur

Larry is a GROW business coach and speaker who specialises in Retail and Franchise coaching, bringing over 30 years of real-world experience as an entrepreneur and owner of multiple restaurants to help franchisors, multi-store leaders, and retail brands scale with clarity, consistency, and confident leadership.

Trusted By The Best

Larry has worked with leading organisations such as Nedbank, Mercedes-Benz, Toyota, Sorbet, Nando's and Liberty Life and has delivered keynote talks for brands like Creative Technology Universitas (CTU), FreshStop, Sales Summit and GQ Magazine (Conde Nast) among others.



I've Been in Your Seat

To ensure maximum impact and a genuine mindset shift, Larry's keynote talks directly address the hidden costs and potential chaos of franchise and retail expansion, going far beyond generic frameworks to focus on the core issues of inconsistent store performance, burned-out managers, and slipping brand standards. He draws on his three decades of real-world expertise to deliver transformative lessons across key business areas.

[Book Larry Here](#)

Areas of Expertise



Leadership from the Inside Out

Mastering mindset, identity, and the habits of high-performing leaders.

Culture that Performs

How to build intentional, accountable, high-performing teams.

Strategic Execution & Focus

Helping leaders and teams stop firefighting and start scaling smartly.

"Larry Hodes spoke for our GQ Grooming Masterclass in October 2024 and he was one of the favorite speakers. He has great knowledge of insights on the subjects he speaks about. He also has great presence which makes it easy for the audience to be attentive and take in what he says. I can't wait to work with him again."

Molife Komona - Editor-In-Chief
GQ Magazine

"We were honoured to have Larry as our guest speaker. His message deeply resonated with our audience, equipping them with practical insights and empowering guidance on how to think critically and navigate an ever-changing, agile world. Larry's ability to connect with our audience, through both wisdom and warmth, has left a lasting impact."

Lance Krasner - Head of
Operations CTU

Keynote Topics

The Inner Game of Multi-Store Mastery

Winning From the Inside Out

Behind every high-performing leader, whether franchisee, area manager, or company-owned operator, lies a strong inner game. This keynote explores the mindset, emotional intelligence, and leadership habits that drive consistency and success across multiple locations. Larry helps leaders move beyond reactive firefighting to leading with confidence, clarity, and control.

In this talk, Larry will explain:

- The 6 Inner Wins: Mindset, Ownership, Alignment, Resilience, Focus, and Intentionality.
- How to move from firefighting to strategic leadership.
- Tools to overcome stress, self-doubt, and burnout and lead with confidence and purpose.

Audience:

Head office leadership, franchisees and store managers.

Operational Excellence

Brand Standards That Stick

As brands expand, consistency becomes their greatest competitive advantage and their biggest risk. In this keynote, Larry reveals how leading franchisors and multi-store brands embed operational excellence into their culture, ensuring that standards don't just exist on paper, but live and breathe in every store, every day.

In this talk, Larry will explain:

- Why brand standards break and how to fix them fast.
- The systems and rituals that embed consistency and accountability.
- Real-world examples of brands that scaled without losing their identity or customer trust.

Audience:

Head office leadership, franchisees and store managers.

Multi-Store Mastery

Leading Through Others

The leap from running one great store to leading several is where most brands stumble. This keynote equips area managers, franchise leaders, and multi-store owners with the mindset and tools to lead through others, ensuring consistency, culture, and performance across every location.

In this talk, Larry will explain:

- Why the “super-operator” model fails.
- The 9 competencies of world-class Area Managers.
- How to drive alignment, accountability, and results across multiple stores.

Audience:

Head office leadership, franchisees and store managers

“Larry is an engaging, entertaining and vibrant speaker. What sets Larry apart is his ability to make complex inner work more approachable. Through storytelling, interactive reflection, and powerful frameworks, he helps sales people (and business leaders) shift from fear-driven selling to confidence-led value creation.”

**Chris de Klerk - Founder
CADEK Media**

Built to Scale

Scaling Without Losing Control

Franchising is one of the fastest ways to grow, but only if you scale smartly. In this keynote, Larry reveals the essential mindset shifts and leadership disciplines franchisors need to go from confusion to clarity and build brands that scale with confidence.

In this talk, Larry will explain:

- What world-class franchisors get right.
- How to build a culture that scales, one where every franchisee and manager thinks, feels, and acts like part of one brand.
- How to align leadership and field teams around a shared growth vision, creating accountability, ownership, and consistent execution across the network.

Audience:

Head office leadership, franchisees and store managers.

Franchise Leadership & Growth

What Great Leaders Do to Build Strong Brands, Empowered Teams & Profitable Stores

Sustainable franchise and retail growth doesn't come from systems alone, it comes from leadership. In this keynote, Larry unpacks the shared responsibilities of head office leadership, franchisees and store managers in building high-performing networks: where leaders lead with clarity, teams feel empowered, and stores deliver consistent results. Drawing from decades of experience on both sides of the franchise journey, Larry shares practical tools, mindset shifts, and real-world examples of brands that have scaled successfully by mastering the fundamentals of franchise leadership.

In this talk, Larry will explain:

- The Franchise/Retail Leadership Trifecta: Brand, People, and Profit.
- How franchisors, retail leaders, franchisees and store managers can lead in partnership, not in tension.
- Building empowered teams that drive culture, consistency, and performance to move from running a store to leading a brand.

Audience:

Head office leadership, franchisees and store managers.

"Larry Hodes is an exceptional business coach, seasoned entrepreneur, and dynamic speaker. What sets Larry apart is his authentic understanding of the entrepreneurial journey, because he's walked the path himself. With firsthand experience navigating the challenges of building and growing a business, Larry speaks with credibility, empathy, and clarity."

Tracey Catania - Project Manager
ORT Jet



The Inner CEO

From Compliance to Commitment

Building a culture of ownership across every level of your brand. What if everyone in your business, from franchisors to franchisees, from retail leaders to store managers, thought and acted like a true co-owner of the brand? In this high-impact keynote, Larry explores the mindset shift that transforms good operators into great leaders. It's not about doing more, it's about thinking differently. Attendees will learn how to move from compliance to commitment, from waiting for direction to taking initiative, and from simply running stores to building strong, sustainable brands.

In this talk, Larry will explain:

- The 3 mindset shifts of high-performing franchise leaders and teams.
- Why compliance limits potential and how commitment fuels performance.
- How to build a culture of ownership, accountability, and brand pride across the network that inspires proactive leadership at every level of the business.

Audience:

Head office leadership, franchisees and store managers.

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