AI in Your Franchise: Practical, Real, and Ready to Use

Roundtable Session | NZ Franchise Association Conference

The 3 AI Personas

Assistant

Admin, research, summaries, proofreading

Strategist

Challenges thinking, offers feedback, plays devil's advocate

Creator

Drafts content, generates ideas, writes scripts or campaigns

From Section – AI Crash Course with Edmundo Ortega

Personas in Action

Assistant:

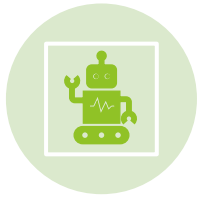"Summarise all our Google reviews from the last month."

Strategist:

"Critique our new promotional offer before launch."

Creator:

"Write five social post drafts for our new menu."

Group Prompt

How are you using AI in your business today?

What's a process or task that could be made easier?

Quick Workflow Audit

Activity: Write down 3 tasks that take up your time weekly.

Discuss: Could AI help with any of them?

"This is where the real value starts — identifying your time drains."

Find Your AI Fit Framework

What do I spend too much time on? → Delegate to **Assistant**

Where am I stuck or second-guessing? → Talk to **Strategist**

Where do I need ideas/content fast? → Ask the **Creator**

Prompting Template

"As a [Role], [Task Description] for [Context].
Please adhere to [List Specific Requirements]. Avoid
[Boundaries]. Explain your reasoning for [xx]?"

"As a marketing strategist, write a social media
campaign for our upcoming spring menu launch at a
family-focused pizza franchise. Please adhere to
our playful and inclusive brand tone, highlight local
ingredients, and include a call to action. Avoid
referencing alcohol or competitive comparisons.
Explain your reasoning for each post format and
suggested posting schedule."

From Section – AI Crash Course with Edmundo Ortega

Pitfall	Description	Mitigation
Hallucinations	AI confidently generates false or misleading information.	Always fact-check AI output, especially customer-facing or legal content. Label AI-generated drafts clearly.
Brand inconsistency	AI may use a tone or style that doesn't match your brand.	Use example prompts, tone guidelines, or provide reference content to train consistent responses.
Over-reliance / Deskilling	Teams stop thinking critically or lose core skills by letting AI "think for them."	Treat AI as a thought partner, not a decision-maker. Encourage review, editing, and human judgement.
Bias in Output	AI may reflect bias from training data or user prompts.	Review for stereotypes, exclusion, or skewed recommendations. Reframe prompts to be inclusive and neutral.
Data Privacy Risks	Sensitive customer or business data may be accidentally shared with external AI tools.	Don't feed private data into public tools. Use internal AI environments or mask/anonymise data before use.
Franchisee Use Without Controls	Inconsistent or risky use of AI by individual franchisees.	Develop a simple AI use policy or guidelines. Offer approved tools and template prompts.

Resources & Wrap-Up

Key Takeaways:

- AI is already practical and usable in franchises

- Start small — one prompt at a time

- Use the 3 personas to guide your thinking

- Prompting template

- Careful of pitfalls

Challenge: Try 15 minutes of AI experimentation each week