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Small Business Solutions & Inspiration

Leadership Lessons: Bill Redfern, CEO of Global Franchise Opportunities

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There's no one "right" way to lead a business. Today's leaders have a lot of wisdom to impart about managing the modern workforce, because each one approaches leadership in his or her own unique way. Every week, Business News Daily will share a leadership lesson from a successful business owner or executive.

The leader: Bill Redfern, founder and CEO of Global Franchise Opportunities/A Buyer's Choice Home Inspections

Time in current position: 10 years

Redfern's philosophy: "Don't fear failure. Positivity is the key to success."
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LEADERSHIP LESSONS



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"Don't fear failure.
Positivity is the key
to success."

- Bill Redfern, founder & CEO of
Global Franchise Opportunities

#BNDLeadershipLessons

Redfern explains the experiences that helped form his personal leadership philosophy:

"I have spent more than 25 years in the real estate business and more than 15 years working in franchising. My career as a real estate agent and broker laid the foundation for my home inspections company, which also catapulted my home health care and handyman services franchise concepts. Over the years, I have worked with hundreds of real estate agents, brokers, home inspectors, aspiring entrepreneurs and seasoned executives. One detail that sets successful individuals apart is positivity.

"For example, the franchisees in our system that have been most successful have jumped into the business with both feet. During my time as a real estate broker, I also noticed the most successful agents were the ones who arrived on a property with a huge smile and great enthusiasm.

"When you take a look at prospective franchisees or individuals who are looking to take their career to the next level, you know they have done their research on potential opportunities. The issue arises when those individuals look at opportunities and freeze, wondering whether they should leave their job or wait. The concept of confidently moving forward applies to all people. The ones who dabble never cross the roadblock in their mind and will not see the results they want. Someone close to me once said, 'You can worry, or you can work. Worry doesn't solve problems. Work does.' I continually keep that in mind as I grow my business and as I guide and mentor those around me."