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The Franchise of Self™

KEYNOTE · WORKSHOP · EXECUTIVE MASTERCLASS

The most successful leaders treat themselves like a franchise — they build a replicable system of value, protect their brand, scale through others, and evolve without losing their identity. Just as a franchise turns one great restaurant into fifty, The Franchise of Self™ turns individual leadership into scalable, transferable, durable power.

O1

DAVOS 2025 · POWER REDEFINED

Define the Brand

Before you can franchise anything, you have to know exactly what you're selling. Most leaders let the market define them instead of defining themselves.

Radical clarity on your unique value proposition, what you stand for that no one else credibly can, and what you're willing to be polarizing about. A franchise doesn't try to be everything to everyone. Your leadership brand shouldn't either. Personalities don't scale. Brands do.

BRAND CLARITY

MARKET POSITIONING

COURAGE TO SPECIALIZE

OWN YOUR AMBITION

O3

UNGA · MAKING OWNERSHIP POSSIBLE

Own the Equity

Most leadership frameworks stop at influence. The Franchise of Self™ doesn't stop there — because influence without ownership is renting your power.

Converting influence into actual equity: capital, ownership stakes, decision-making authority, legal rights, and financial independence. Audit your ownership portfolio — your IP, client relationships, professional reputation, and time. Most leaders discover they own far less than they think.

INFLUENCE-TO-EQUITY

CAPITAL READINESS

LEGAL STRUCTURES

THE OWNERSHIP AUDIT

O2

CANNES LIONS · POWER OF THE PACK

Build the System

A franchise is worthless without a system. For leaders, the system is your community — the people and networks that allow your influence to operate even when you're not in the room.

Most people network. Franchise-builders create ecosystems. A network serves you; an ecosystem serves itself and you benefit. Map your relationships like a franchise territory map — where are you over-saturated, and where do you have no coverage?

STRATEGIC COMMUNITY

ECOSYSTEM VS. NETWORK

RELATIONSHIP ECONOMICS

BUILDING YOUR BENCH

O4

DAVOS 2026 · CHANGE AS CATALYST

Scale the Model

A franchise that can't adapt dies. A franchise that treats change as a growth catalyst becomes generational. This is the neuroplasticity of leadership.

The person who builds the system is more valuable than the person who runs one unit. Ray Kroc didn't flip burgers — he built the system. What would it look like to open a "second location" of yourself? Could you license your methodology? Train someone to deliver your keynote?

NEUROPLASTICITY

SCALE WITHOUT DILUTING

CURIOSITY-CONFIDENCE LOOP

CHANGE AS ADVANTAGE

WHY IT WORKS

It's not linear — it's cyclical. You're always simultaneously defining, building, owning, and scaling. A new market entry takes you back to Operation 1. A new partnership triggers Operation 2. A new funding round is Operation 3. A pivot is Operation 4. Then you loop again. Every operation has a concrete audit, a diagnostic, and an action plan. This isn't motivational speaking. It's a methodology.