ISSUE 6

BUSINESS Woman

FEMALES IN FRANCHISING

GOING INTO BUSINESS WITH YOUR SPOUSE?

LEARN FROM THE EXPERTS

Business Woman

20 FEMALE-CENTRIC FRANCHISE BRANDS

THE BRANDS BUILT AROUND WOMEN

How successful women deal with burnout



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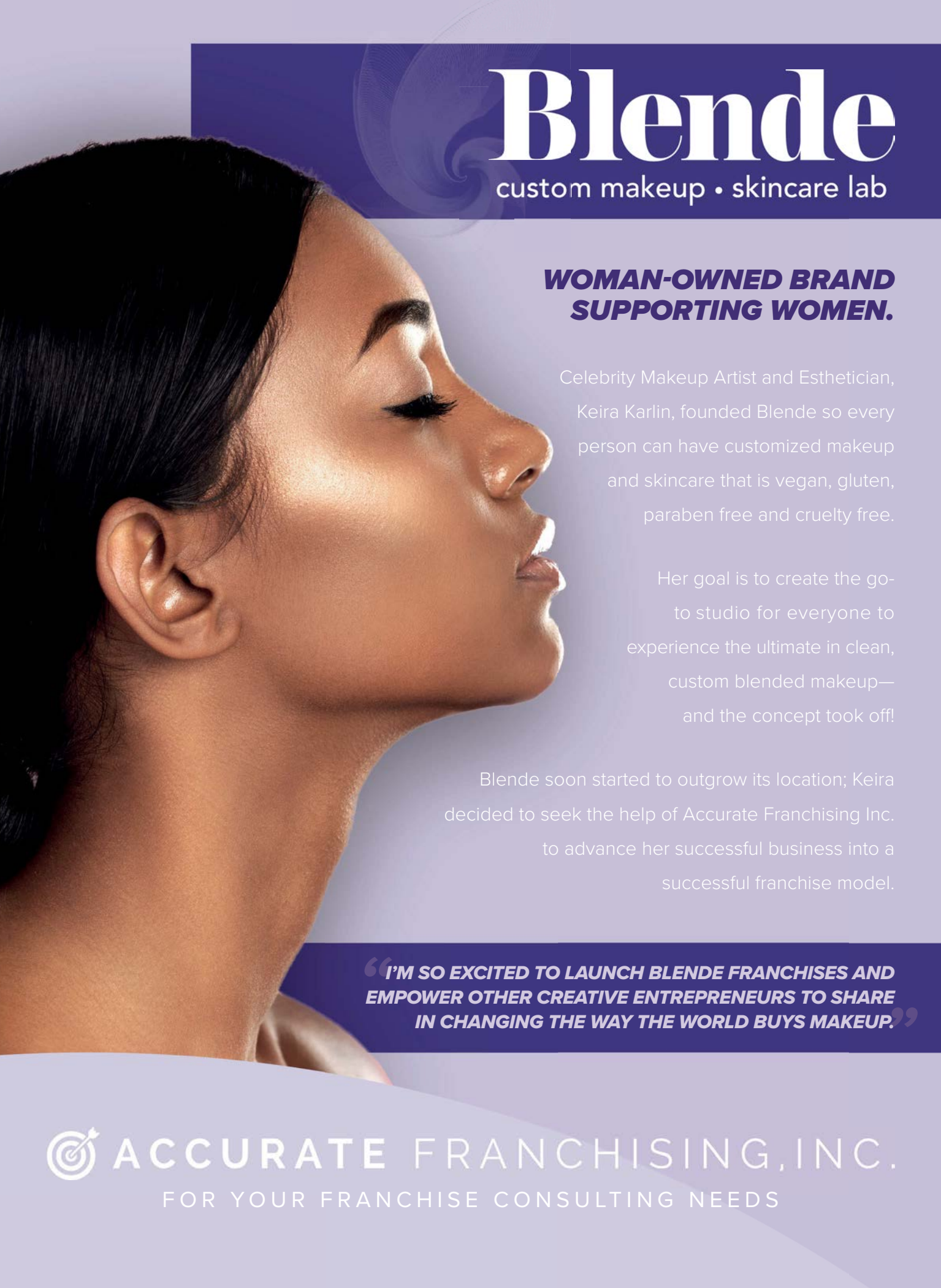
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Contents

COVER STORIES

12 SUCCESSFULLY WORK WITH FAMILY
Angie Coates recommends some considerations that all entrepreneurs need to make

42 WORKING WITH YOUR SPOUSE
Entrepreneurial couple Todd and Joanie Penhollow share five ways to make it work

48 HOW SUCCESSFUL WOMEN DEAL WITH BURNOUT
Amanda Peters speaks with nine exemplary female leaders on stress management

60 20 FEMALE-CENTRIC FRANCHISE BRANDS
The businesses built around women, perfect for first-time franchise investment

78 LOGISCOOL
The coding school franchise driven by the dream of a determined woman

ADVICE AND INSIGHT

10 TIME MANAGEMENT TRICKS FOR BUSINESS OWNERS
Changes you can make to maximise your day, courtesy of Mags Fuller

14 SOCIAL MEDIA LESSONS LEARNED FROM FRENCH FRANCHISORS
Michelle Goldberger provides a practical perspective on social media practices

16 SEVEN TIPS FOR INTERNATIONAL FRANCHISING
Lawyer Babette Marzheuser-Wood celebrates the flexibility of the franchise model

20 MAINTAIN YOUR DIGITAL MARKETING MOMENTUM
Digital marketing is an integral part of keeping a brand in the spotlight, says Jill Goodwin

22 THE FRANCHISING GIVING BACK
Celebrating the brands that are making a difference to people's lives

38 THE IMPORTANCE OF DIVERSITY AND INCLUSION IN FRANCHISING
Suzie McCafferty shines a light on the welcoming nature of the industry

40 HOW TO SURVIVE WORKING MUM GUILT
Gifty Enright emphasises the importance of cutting yourself some slack

56 DEVELOP YOUR MINDSET FOR BUSINESS
Julie Wagstaff shares some essential tips for new business owners

INTERVIEWS

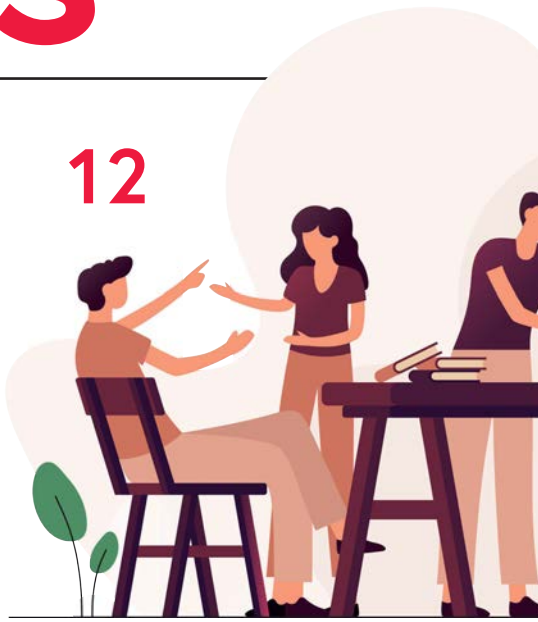
26 TAKING AN AMERICAN STAPLE TO SWEDEN
Phenix Salon Suites' Randa Shebly-Cobb on bringing the brand to Scandinavia

30 FRANCHISING IN SOUTH AFRICA
FASA chairperson Pertunia Sibanyoni discusses this diverse region

34 "CREATIVITY IS WHAT MAKES THE WORLD GO ROUND"
Former Dragons' Den investor Kelly Hoppen talks with Angela Sara West about her illustrious career

44 REACHING CHILDREN THROUGH FITNESS FRANCHISING
Tennis star Leylah Fernandez talks her latest partnership with Youth Athletes United

46 "WOMEN ARE SO FAR AHEAD OF THE GAME NOW"
Lifelong entrepreneur Ginger Sloan celebrates female entrepreneurship



FRANCHISE OPPORTUNITIES

68 DISCOVER YOUR NEXT INVESTMENT
Browse a whole host of exciting new franchise opportunities, perfect for every kind of entrepreneur

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ADVERTISING DIRECTOR
Richard Davies, QFP Tel: 01323 471291
richard.davies@aceville.com

SENIOR ACCOUNT MANAGERS
Luke Elliott Tel: 01323 471291
luke.elliott@aceville.co.uk
Matthew Gilley Tel: 01323 471291
matt.gilley@aceville.co.uk
Millie Hall Tel: 01323 471291
millie.hall@aceville.co.uk
Rachael Wenham Tel: 01323 471291
rachael.wenham@aceville.co.uk

CIRCULATION MANAGER
Joseph Gibbons Tel: 01206 505912

PUBLISHER
Matthew Tudor

PUBLISHING DIRECTOR
Helen Tudor

CREDIT CONTROL
Sue Carr Tel: 01206 505903

EDITORIAL
Amanda Peters
amanda.peters@aceville.co.uk
Kieran McLoone
kieranmcloone@aceville.co.uk
Raghav Patel
raghav.patel@aceville.co.uk

DESIGNERS
Luke Rogers, Ben Kemp & Adam Barford

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Franchising: What is it?

A quick and simple introduction to franchising, and what makes it such an effective and efficient business model

There is a good reason why buying a franchise is often described as buying a 'business in a box'. Much like a piece of Ikea flatpack furniture, the contents of the box are disconnected and require the purchaser – or the 'franchisee' – to put the parts together.

Many women today are considering owning their own businesses. Once the frantic part of family life has passed, many women find that they have new ideas and ambitions, and unused energy to go with it. The nine-to-five is no longer satisfying, and is harming the work-life balance.

Satisfying that desire through a conventional business start-up is statistically likely to end in tears, but franchising shows a different, more measured route to business ownership and the self-actualisation that emerges from it. Franchise brands can also offer flexibility, meaning professional women will not have to choose between family and work.

What does a franchise involve?

Like a flatpack, franchises often come with a set of instructions that outline the operations, marketing and financial activities that a franchisee must undertake as a part of their responsibilities.

New franchisees also have experienced franchisees to learn from and soak up best practice – this is often the best way to learn the ropes. Many franchise brands offer prospective candidates the opportunity to shadow a franchisee for a day to get an understanding of how things are actually done.

Almost any business concept can be franchised, which explains the huge variety in the types of franchises out there. There are concepts that require millions in investment, and there are some that only require a few thousand pounds. Different franchises will have different earning potential, and will require different amounts of time invested to make it a success.

Gravity Active Entertainment, for example, constructs elaborate leisure centers that include karting tracks, games rooms, a bar and much more. This requires significant investment of over half a million pounds at the minimum, whereas other brands such as Jan-Pro Cleaning & Disinfecting allow franchisees to build their own business from as little as £1,645.

Franchising is what the franchisee makes of it, and depends entirely on their own drive and willingness to succeed.

Flexibility is a built-in feature

One of the great draws of franchising is semi-absentee ownership. This involves setting up a location and running it successfully for a while, before recruiting a manager to look after the location while the owner either sets up a new unit, or spends the newfound time with loved ones. Some brands like Cruise Planner allow franchisees to work from home, adding to a healthier work-life balance.

The ability to set one's own hours, or step back from active management of the business to collect passive income, is what most people want from businesses. Franchising virtually guarantees this, as franchisees will work with a brand that has proven itself with every unit.

Franchising is a world that is friendly to women, and doesn't hold back their success, but rather fosters and encourages excellence.

Have we piqued your interest? Check out the rest of our issue and read our interviews with female franchisors and franchisees, as well as our list of 20 female-centric franchise brands to find out more!



FRANCHISING
FACTS AND FIGURES

Need-to-know numbers and trends about the franchise industry

SOURCE: GUIDANT FINANCIAL & SMALL BUSINESS TRENDS ALLIANCE

30.8%
of all franchise owners in the US are women, with 10% of franchise owners identifying as LGBT

Over
THE PAST DECADE,
there has been a
38% INCREASE
in women-owned franchise businesses





NEARLY NINE OUT OF 10
female franchisees say that they
ENJOY OWNING
and
RUNNING THEIR BUSINESS

3 OUT OF 4 WOMEN would ***RECOMMEND FRANCHISE OWNERSHIP*** to would-be entrepreneurs

Women represent

50%

of entrepreneurs in Latin America and the Caribbean



FEMALE FRANCHISEES ***EARN AN AVERAGE*** OF $95,000 FROM THEIR FRANCHISE LOCATION

IN THE U.S., THE MOST **POPULAR AREAS** OF **INVESTMENT FOR FEMALE FRANCHISEES** ARE **CHILD SERVICES, TRAVEL, FITNESS,** AND **EDUCATION**



17%

OF **BLACK WOMEN** ARE IN THE **PROCESS** OF STARTING OR **RUNNING A NEW BUSINESS**





WOMEN-OWNED BUSINESSES EMPLOY 9.4 MILLION WORKERS IN THE US, AND GENERATE REVENUE OF $1.9TR

10 time management tricks for business owners

By making some changes to your daily routine and focus, you can achieve more from a working day

WORDS BY MAGS FULLER



THE AUTHOR
Mags Fuller is co-owner of The Alternative Board

They say 'time is money' and that's especially true for business owners. Finding the best use of your time and working according to your list of priorities is a challenge faced by most entrepreneurs. Whatever business you run, your days are spent flicking between your role as a visionary leader and a frontline employee. Very often, you've got no choice but to switch between the two roles at a moment's notice. When it comes to the end of the day, can you say that you've assigned enough time to managing the strategic direction of the business?

"To be a true master of time management doesn't have to mean doing anything drastic"

As the co-owner of The Alternative Board, I'm delighted to give SME owners the chance to be part of an advisory board with likeminded people, not to mention give them access to business coaching and a suite of exclusive business tools. It's a franchise business, and there are boards across the country which are run by franchise owners with vast experience in running successful businesses. They often see their board members frustrated at finding themselves doing tasks that could be done by others.

Whether it's working on the website, filling in reports or running errands, several responsibilities could be done by a less-expensive resource, but it's often tempting to just press ahead and do it yourself.

To be a true master of time management doesn't have to mean doing anything drastic. By making some changes to your daily routine and focus, you can achieve more from a working day.

Here are my top 10 tricks to make the most of your time as a business owner, tried and tested by our members over the years:

1 Schedule your day around your focus

When do you have the bandwidth to focus on aspects of your workload which particularly need attention? Whether you're most productive first thing in the morning or late at night, find that time and reserve it! If you can, avoid scheduling any meetings during that period to ensure that it stays as the time for important tasks.

2 Plan for disruptions

Customer issues, employee questions and other minor emergencies are an inevitable part of every business owner's day. Planning 'disruption time' gives you a more realistic outlook on how much work you can get through. But equally, don't be afraid to avoid disruptions as much as possible, for example by asking employees not to contact you at certain times of the day.

3 Find your priorities

The day-to-day priorities of running a business aren't always compatible with the wider view a business owner must keep in mind. Business owners shouldn't forget about higher-level tasks such as marketing, strategic planning and product/service developments.

What new opportunities could come about if you spent significant time in these areas? If you made these the priorities for your time, how would your business grow?

4 Batch phone calls

Rather than let yourself get interrupted throughout the day, force yourself to return phone calls only at appointed times. You can set priorities by creating a voicemail that tells callers when they can expect a response.



5 Make email work for you

Email is a powerful business tool, but it also tops the list of time wasters for business owners. There are a couple of tricks that stop your inbox being a hindrance. You can turn email notifications off, organise emails into folders according to various projects, and automatically forward certain emails to colleagues. That means you can process emails at the time that is most convenient to you, and not compromise on the tasks you set out to achieve in the day.

6 Using available tools

Too often, business owners overlook easily accessible tools in search of a silver bullet to improve productivity. Don't forget about the technology on a smartphone that can be leveraged to manage your time more effectively. For example, voice recognition tools can be used to text and answer emails more rapidly. It prevents you from getting bogged down in admin.

7 Write it all down

It might feel natural to rely on memory to store repetitive procedures, systems and training materials. But this often means that only you can carry out certain tasks and make decisions. If you write down steps that need to be taken, you can hand over responsibilities to colleagues from time to time and focus on priorities.

8 Learn to let go

Many business owners are guilty of delegating and then micromanaging a task. It's understandable, since it could come from the fear of losing control and seeing it fail if somebody else carries it out. But the truth is that not letting go could impact on the health of the business, whether that's through employees not progressing their own skills, or simply you not spending enough time on important tasks. Have faith in your employees once they're trained.

9 Find focus with one simple question

Sometimes it's essential to take a step back and assess whether you're focusing on the most important task. Instead of letting yourself get distracted by day-to-day work, consider what you need to do to achieve your objectives. You can do that by asking the question 'Is what I am working on the most important priority?'

10 Keep the target small and focused

Trying to achieve several goals at once only means being less efficient. Transitioning from one task to another so frequently will take more time than if you just have one or two projects on the go. It will give you a greater sense of accomplishment completing tasks regularly and inspire you to move onto the next challenge.

Our members have seen such impressive business growth thanks to joining their local board, and there's no doubt that becoming better at time management has played a part. In fact, nearly two thirds (62 per cent) say that their business' profit has increased since joining The Alternative Board. But just as crucially, becoming a master at time management has given them a better quality of life. Again, nearly two-thirds (64 per cent) say that they now have a better work-life balance.

So often I see members saying that they spend too much time fighting fires. It only means that not enough attention is paid to taking the business to new heights. But by changing your mindset, refocusing your responsibilities, and channelling your team and their skills, you can make the best of the 24 hours in the day.

Working with family: how to keep harmony

You're unlikely to find a more tightly knit team than a family business, but ensuring you stay on a professional footing presents a unique set of challenges

WORDS BY ANGIE COATES



THE AUTHOR
Angie Coates is founder and CEO of Monkey Music

Working with relatives presents several unique advantages and disadvantages. When effective, family ties at work inspire loyalty and trust. But when things go wrong, the result can cause dysfunctional, stressful and unprofessional relationships that don't add any value to the business.

Separating the demands of business from the dynamics of family life can be particularly challenging at times, but by providing a clear structure and a little extra planning you can develop working relationships with relatives which are both productive and harmonious. Our family rule is that when we get together for quality time, conversations relating to business are left at the door. We want to nurture our personal relationships and ensure they're not just built on business interactions.

Before agreeing to work with any family member, there are several considerations you need to take in order to ensure the office remains the office and home remains a happy place. Read on for the key factors to put in place, so your business is one in which everyone gets along well to build something meaningful together.

"Our family rule is when we get together for quality time, conversations relating to business are left at the door"

Set clear expectations

The best way to start your working relationship with a family member is to communicate clearly what you expect of them. Provide a job description that outlines their duties, responsibilities and functions, making it clear who they need to report to, if not to you.

My daughter worked for Monkey Music as a graduate trainee for a year and it proved to be a great success for us both. She gained valuable experience and knowledge of working in a business, while I provided her with a solid foundation upon which she can now build her career in whatever profession she chooses.

Prior to her starting, I made clear my expectations for our relationship at work, making it easier to separate our personal relationship from our professional one. I also ensured that I was not her direct line manager. I was mindful of her skills, wants and needs so I could support her aspirations, while at the same time supporting the needs of the business.

I didn't appreciate at the time what I would learn from working with my daughter in business, which turned out to be a real bonus, particularly as she is fearless and extremely professional.

Keep it professional

Whether you're running or working within a family business, it's important to leave the office at the office and home life at the front door. Avoid discussing family matters at the weekly team meeting, particularly when there are non-family members attending, and call each other by your first names, never mum or dad. This applies with all written communication such as emails, too. Keep it clear, respectful and professional at all times.

One of the toughest parts about balancing a work-family relationship can sometimes be in ensuring that you still spend quality time outside of work together. Even if you spend all of your days together in the office, you still need family time to remember that kinship comes above all else.

Communicate well

Good communication in any business is essential, but with a family firm there



are even more levels to consider. From day one, establish great communication. Keep matters clear and to the point and try to avoid getting emotional or confrontational. By having a structure in place and dealing with any problems directly and in a supportive way, you will eliminate any potential friction or hostility.

Set boundaries

When you combine family with work, you do need to be careful of nepotism and family politics getting in the way. This is why it's so important to set the terms of the agreement at the beginning of employment, which can help prevent special treatment of family members and provide a fair and impartial environment in which to work. You don't want the complications of family dynamics interfering with career growth and performance management.

Treat all employees equally

All employees – family or not – should receive equal rights regarding benefits, pay and development. When other employees feel that a family member is getting preferential treatment it can cause resentment and conflict, which makes for a hostile work environment. Be clear with family members from the outset that they will be treated fairly but equally to the rest of your team.

Ensure they are qualified for the job

Many small business owners fall into the trap of hiring a family member just because they're related and not because they're the best person for the job. Although it may seem like the right thing to do at the time, the wrong decision can hurt your business in the long run. If you're considering hiring a family member, make sure they have the qualifications and experience necessary to do the job, and that they will do it well.

Many people choose to hire family members when starting up their business: not a decision to be taken lightly, but one which can work brilliantly. Jennifer Griffin of Monkey Music Fleet chose to work with two of her relatives when setting up her franchise business and together they share a willingness to succeed, as well as an unrivalled dedication to both the family and the business.

"Both my brother-in-law and mother-in-law work in the franchise as Monkey Music teachers and they have been with me from the very start, helping me prepare for the launch last September," says Jennifer. "We have always been close and get on extremely well – they're not related to each other – so when we decided to join forces, we were able to have honest conversations about the business, agreeing our shared goals and vision.

"I have complete trust in Carl and Belinda's capabilities and, knowing them as well as I do, I knew our customers would also love them. They both share and demonstrate a level of commitment to the business that only family can bring. Not only do they have Monkey Music contracts in place, but we also have a verbal agreement between us of honesty and communication. We all get on brilliantly and our different backgrounds and experience all bring something special to the table."



Lessons to learn from how French franchisors use social media

A practical perspective on franchisor social media training practices

WORDS BY MICHELLE GOLDBERGER



THE AUTHOR
Michelle Goldberger is CEO of The Smartworking Company, and is also a social media and social selling trainer and author. This article was compiled with assistance from Fédération Française de la Franchise, France Pare Brise, Gautier Groupe, Point S, and Schmidt Groupe.

According to the Observatoire de la Franchise, the French Observatory for franchising, in 2020 there were 1,927 franchisors and 78,032 franchisees in France, generating an estimated €63.88bn in revenue. And, as the Observatory adds, the franchising business has been on the rise in France for the past 20 years.

So, one would think that franchisors/franchisees have just naturally turned to using social media, an increasingly important channel for companies of all types and sizes.

The 2021 French Franchise Survey tells us that 77 per cent of franchisee survey participants "use at least one social platform in order to communicate with their customers." While 71 per cent say that they have received some sort of social media assistance from their franchisor.

Health crisis or not, it's easy to say that social media receives an enormous amount of attention in the press. Add to that, the "aging", less effective media channels such as TV and radio. Then consider the growing number of individual/company social media profiles and their posts, articles, stories, and advertisements on numerous platforms, in many different media formats.

And, over the last 15 years, we have all probably bought something via these networks – not to mention reading, following, and forwarding their posts to your contacts!

A no-brainer

So social media should be a no-brainer for franchise businesses in France, right? Well, yes and no. In this article, I'm going to share some of our experiences, conversations, and research concerning social media usage/adoption in the franchising business in France over the last six years.

This article does not represent a benchmark, just some highlights that might resonate with franchisors and franchisees in other areas of the world and



shed some light on how social media usage is evolving in the franchising business in France – and maybe similarly in your own country.

It would not be realistic to talk about social media use in this sector without talking about the pandemic; simply because it is usually one of the main driving forces behind increased social media awareness:

More people working remotely and fewer people physically going to stores to make purchases means more online activity.

Sales teams working remotely means fewer opportunities to see clients, resulting in increased social media prospection and selling from behind a screen.

Generally speaking, does this mean that franchisors/franchisees across France are really getting a professional grip on social and using it like the Swiss army knife that it represents? Again, yes and no – let me explain via some insights gathered before and during COVID.

Lessons learned from the pandemic

The growing number of non-franchise companies turning to this business model, in addition to the new types of sector-specific franchises, are contributing to a franchise space being more crowded than ever before. With this new found competition, franchisors/franchisees are finding it almost impossible to survive without minimal social media presence/profile.

Furthermore, almost all franchisors are present on at least one platform with at least approximately one weekly or biweekly 'corporate' post. Most of them manage their social media/community management strategy internally, with about four out of five taking some external social media/social selling training geared to their recruitment, management, or sales teams.

About two out of five are thinking about putting employee or management advocacy programs into place. For most of them (save for the larger, more well-known multinational brands), engagement and ROI rates are still in test and learn mode.

When it comes to franchisors fully recognising the importance of social media for the franchisee network and adopting a clear positioning/strategy, there are usually two types of situations:

Situation one: Franchisor remains in control of all social media activities

The franchisor does not allow franchisees to manage their own social media presence and does it for them, many charging a monthly fee for this, some using automation tools to publish the same posts on all franchisee pages. According to the franchisors I met, this ensures brand coherence and avoids any bad buzz situations.

Result: This type of situation usually ends up frustrating franchisees who would like to manage their own social media page, but need help.

There is also a rising number of "we'll do it for you" franchisors who recommend franchisees to contribute with locals posts.

Result: If no training or assistance is provided, then this usually falls on deaf ears, as depending on the entrepreneur, the size of the team, and skillsets, some might not be fully aware of what is behind social media.

Key takeaway: Some franchisors are slowly modifying policies, contracts, business models, and training practices in order to give their members the social media freedom they will inevitably claim.

Situation two: Franchisor shares social media activites with franchisees

These are usually franchisors who have already tried informal social media assistance: ranging from a short video call with a social media intern who provides information, to a few hours of training on digital tools and/or digital recruitment.

Result: Both franchisor and franchisee realise that these are not satisfactory solutions as they are incomplete. The franchisee is still not aware of the franchisor's brand charter, editorial orientation, and social media best practices.

Key takeaway: Franchisor undergoes a social media adoption "overhaul". They put into place solutions that:

- Formally hold franchisees accountable for their social media presence and actions (and sometimes lack thereof)
- Provide sector specific and bespoke practical training. Some even include social media/social selling/digital marketing/tools training in the training catalogue, via remote, face to face training, or a mix of both
- Are agile and ROI oriented, accompanying franchisees with concrete examples of how the social channel impacts the livelihood of their business, while providing social media best practices, tips, and opportunities to apply them during a test phase.

So where is this all going?

As both franchisor's and franchisee's targeted populations age, connecting with them via social will become increasingly more mainstream to communicate on recruitment, commercial offers, company news, and most importantly, to provide clients and consumers a digital space to voice their opinions and converse with brands.

For franchisors and franchisees in France, as in many other countries, social will eventually become one of the most important tools in the customer experience toolbox.



International franchsing 101

Why the franchising model can work around the world for almost any kind of concept

WORDS BY BABETTE MARZHEUSER-WOOD

Annually, franchising accounts for turnover of $300bn in Europe, $850bn in America, and $130bn in Australia. In the retail, restaurant and leisure sector global brands such as Marriott, Domino's Pizza and Burger King have long been at the forefront of international franchising.

However, franchising is not the exclusive preserve of these megabrands. A franchise strategy can also work for companies that have never franchised before.

Benefits for all concerned

Franchising works because it offers real benefits, not only to the brand owner but also to its franchisees. It offers a number of clear advantages to companies looking at global markets.

For the brand owner, it removes the need to invest capital and other substantial resources in the venture. It uses the local know-how and connections of the franchisee to secure good sites and overcome obstacles with local products registrations and permits.

A franchise strategy will see the local partner make the bulk of the investment whilst benefiting from the know-how, good name and quality assurance program of the company acting as franchisor.

Franchising enables companies to access the required capital and grow the business internationally without significant expenditure or external funding. Franchising also allows companies to attract high quality local investors.

These investors are highly sophisticated and have a great incentive to make the project a success in their local market. They also have a strong understanding of the local market.

Franchising not only enables you to grow your business internationally by taking advantage of the capital and resources of local investors, but also enables the local investor to have access to the blueprint of a strong proven concept with a known reputation.

Few local investors have the resource and time to research their own specialist know how to put together an innovative and successful concept for the local market that would generate attractive levels of income without the trial and error that goes into building a successful business.

Franchising in a nutshell

When franchising is correctly understood and applied, it is a highly sophisticated business tool. Not confined to fast food, in the last 15 years, franchising has become the structure of choice for international expansion for a large number of global brands.

Franchising works. To demonstrate this claim, you only need to look at McDonalds that reported more than $5bn revenues in 2020. McDonald's uses a heavily franchised business model. In 2018, the company had 93 per cent of total restaurants franchised.

In a franchise, the franchisor licenses a complete business model to the franchisee. The franchisor provides branding and know-how in return for a royalty fee. Often the franchisor is also the sole supplier of certain key products or services, which it sells at an agreed margin.

Franchising is thus a form of business by which the owner (franchisor) of a branded product or service obtains distribution through affiliated partners (franchisees). Franchising can be viewed as a low-risk alternative to a joint venture.

A well-run franchise system creates a win-win partnership between franchisor and franchisee where each partner contributes its special skill set. The franchisee operates the business on the basis of detailed guidelines, uniform quality standards and thorough training.

The franchisor ensures compliance with its brand standards via regular brand audits. Franchising is not risk-free, but the risks can be controlled using an established quality control toolkit.

A win-win proposal

There are important benefits to a business that elects to franchise. Primary benefits are the growth achieved by risk sharing and leveraging the resources of third parties, the franchisees.

Franchising is not a quick fix for a struggling business – quite the opposite. The underlying business case needs to be sound for franchising to succeed.

Capital requirements will be lower

> "Franchising works because it offers real benefits, not only to the brand owner but also to its franchisees"

because the franchisees provide the capital to grow their franchised rights. Perpetual earnings are generated through a royalty-based income stream that adds value to the franchisor's brand and importantly covers the day-to-day running of the franchisor.

At the same time, entrepreneurial franchisees are invariably more motivated, treating the franchise operations as their own business leading to higher sales and profit levels. Franchisors gain access to local expertise and know-how provided by the franchisee, typically routed in the local community. Furthermore, franchisee innovation can contribute to new ideas for the business.

A franchisor needs fewer people to build a global business than a corporate lead group and through an active and incentivised franchise network the business can grow as fast as the franchisor can develop its infrastructure. As such franchising offers limited risk of capital outlay and asset light growth by partnering with others.

International franchising

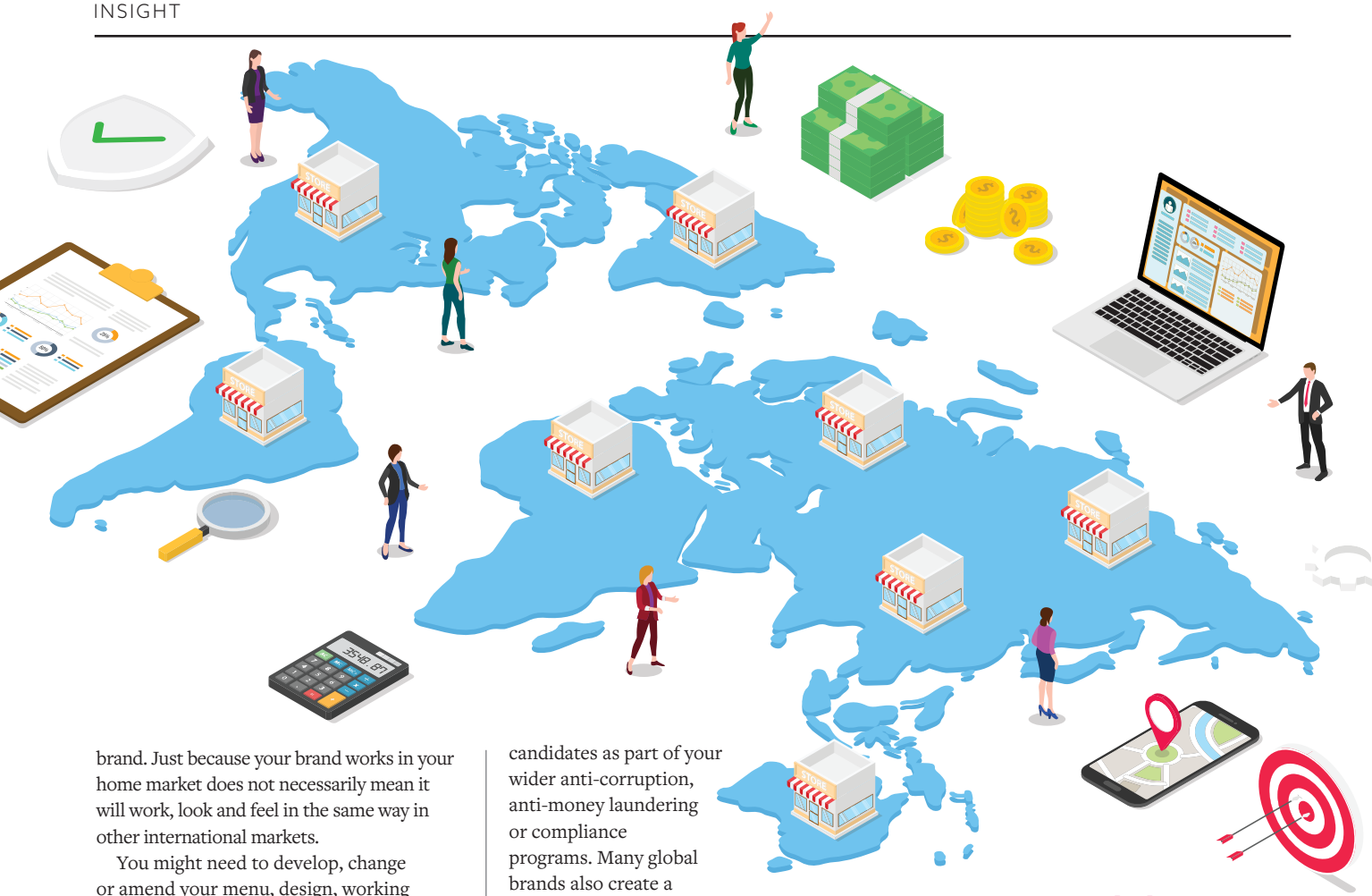
As a franchisor, international franchising allows you to build and enhance your brand as a global player, and to reduce your dependence on your home market. Many international markets present growth opportunities that franchisors can develop to diversify their business and grow market share.

Franchising is growing exponentially in established markets such as the US, Canada, Australia, South Africa, and Europe, but also in emerging markets where we also retain expertise, such as Africa, Asia Pacific, and South America.

"A well-run franchise system creates a win-win partnership between franchisor and franchisee where each partner contributes its special skill set"

While opportunities abound, franchising beyond your home market can be challenging and you should consider and plan for such issues when attempting to globalise your





brand. Just because your brand works in your home market does not necessarily mean it will work, look and feel in the same way in other international markets.

You might need to develop, change or amend your menu, design, working practices or marketing campaigns to reflect local cultures and traditions as well as linguistic differences.

Most regions have their own laws, and some are more complicated than others. You need to gain an understanding of the laws across the jurisdictions in which you plan to operate to ensure your brand is protected and your agreements are aligned with law that will protect you. You will also need to ensure you are in compliance with all relevant legal and regulatory obligations.

If you are new to international franchising, you first need to develop and refine your franchise business case. You may need to convince key stakeholders that franchising is beneficial to the brand and build your international franchise business plan and list of target countries.

Each country and region has its own unique features with varying degrees of legal complexities and operational challenges. To support your globalisation, you need to determine whether you need to make adjustments in store design, product range and menu offering, or for example, whether to consider a hybrid model of franchise and company-owned stores.

When selecting your international franchise partners, it is vital to undertake a proper due diligence including background checks on franchise candidates as part of your wider anti-corruption, anti-money laundering or compliance programs. Many global brands also create a comprehensive franchise partner selection and approval process.

As a franchisor, your brand, designs and know how are valuable assets. You need to plan early to ensure that your trademarks and patents are available and/or protected in your target markets and that your intellectual property is adequately protected from potential copycats or pirates.

Before entering into an arrangement with a local partner you need to ensure that your brand is fully protected by way of trademark registrations in the target market and that any franchise fees or royalties are structured tax efficiently so as to avoid withholding taxes. That requires some expert professional advice before negotiations start.

There are countries where the registration of a trademark can take between two and four years. This can result in promising negotiations aborting because the trademark situation is unclear until registration has been achieved. Early planning is therefore key.

A challenging but rewarding journey

If you are looking for an innovative way to grow and expand your business internationally, franchising may well be the silver bullet you have been looking for.

"While opportunities abound, franchising beyond your home market can be challenging and you should consider and plan for such issues when attempting to globalise your brand"

The journey as a global franchisor or master franchisee can be complex, but highly rewarding when undertaken properly with the right legal structures, systems, people and planning in place.



THE AUTHOR

Babette Marzheuser-Wood is the managing director of Dentons Franchise Consulting

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How to maintain your digital marketing momentum

For a franchise, digital marketing is an integral part of keeping a brand in the spotlight. Here are six ways you can keep your campaigns alive

WORDS BY JILL GOODWIN



THE AUTHOR
Jill Goodwin is a content champion for a variety of online publications. She often covers topics that cater to business owners and entrepreneurs

It's been a tough year for many businesses, with the global pandemic affecting everyone's way of life.

In times of crisis, businesses often forget about their marketing strategies because there's so much else to focus on. It can be even easier to forget about marketing when you're part of a franchise – the brand is well known and you can rely on the franchisor's marketing efforts while your attention is elsewhere.

However, this is not an advisable course of action. It's critical that you keep your own marketing going at all times. If you pause it, you may find it hard to regain momentum when you want to start up again.

"If your franchise keeps its marketing campaigns moving forward, it won't take long before the rewards are evident"

Marketing, especially digital marketing, is all about staying front of mind for your target audience. This way, when times are tough your customers still remember you.

That being said, think about streamlining your marketing efforts and ensuring your digital marketing is working for you. This will ease the load on your business, while still keeping that momentum going.

Here are six ways you can keep your franchise's digital marketing strategy on track, at all times, even in the wake of a pandemic:

1 Stick to the channels that reap rewards

Digital marketing has many channels, from blogging and email marketing to Facebook, Instagram, LinkedIn, YouTube, Twitter, Pinterest, TikTok – the list goes on.

It's so tempting to try to be active on as many of these as possible. However, by doing that you're splitting your focus and giving yourself a lot of work to do as you try to create great content for each stream.

Instead, take a moment to look at the stats. You can see exactly which platforms and streams of marketing are giving you the best return on investment.

These are the ones you want to focus on, because you're getting something back for your time, effort and money. Pause the others until you have more time to consider them properly.

2 Stick to the channels that reap rewards

There's still nothing that can replace the punch direct marketing has.

If you have an email database of regular or past customers, send them a message. You're far more likely to bring in sales from previous customers than you are trying to convert new leads.

Just make sure you reach out with an offer that makes it worth their while to return.

3 Remember the human connection

Social media is all about building a community and creating a connection with your customers. Therefore, it's important that you have a space for this in your digital marketing.

Your customers want to connect with your franchise and not the main franchisor brand's Facebook page, for example. Having your own profiles gives you a space to post photos of your staff



members and clients, as well as tell your franchise's story.

4 Keep creating top quality content

Digital marketing is all about great content. This includes engaging photographs, fun videos, informative blog posts and educational infographics.

If you're going to keep your digital marketing going at all times, it's essential you ensure the quality of your content doesn't diminish.

You can also look at new kinds of content to create – podcasts, ebooks and industry reports are all very useful tools for marketing your business. Just be sure to work out what will add value to the lives of your customers and help you increase sales.

5 Refresh your existing content

While we're on the subject of content, it's important not to forget about the content you already have.

A great way to boost search engine optimisation for your website is to update old blog posts with new keywords or change a few details in the copy to bring it into the here and now. Refreshing what you have gives you new, relevant content to post on social media and pushes extra traffic to your website.

Updating existing articles with how the pandemic has changed your business or the steps you're taking to adjust to the new normal and make customers feel safe is a great starting point.

These topics highlight your business ethics in the face of adversity, which is always a positive marketing angle.

6 Build your media partnerships

From guest posting to influencer marketing, there are plenty of ways to spread the word about your brand.

Guest posting is when you write an article or a blog post for someone else's website and link it back to your business. This gives you several things – the opportunity to reach a new audience, good SEO backlinks to your website and a chance to establish your brand as an industry leader.

If you can, try to build partnerships with websites where you can write regular guest posts throughout the year.

Influencer marketing is almost the opposite of guest posting, in that the other person creates content about your brand.

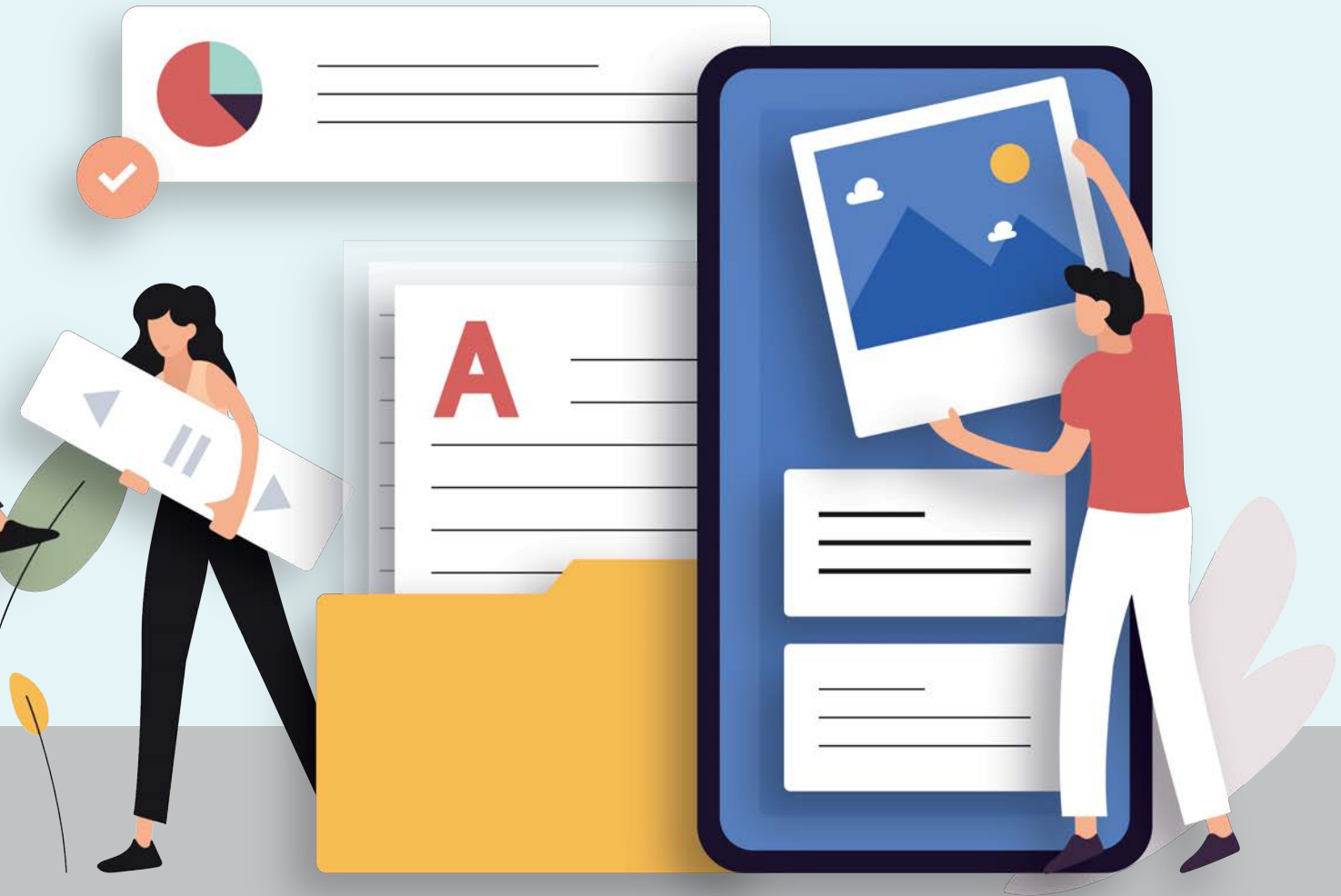
However, it has the same effect in that it's another website or social profile that's linking back to your brand. This is good for SEO and gives you the chance to reach a new audience.

An influencer is someone who has a large following on social media and can influence what people buy or where they go.

When a brand partners with an influencer, they usually get free products or services from the brand in return for posting about their experiences favourably.

Linking up with influencers that align with your brand is a relatively simple way of boosting your social media marketing strategy and it's a great way to gain exposure on platforms you may not have a huge following on.

Digital marketing is an excellent way to reach a large audience. If your franchise keeps its marketing campaigns moving forward, it won't take long before the rewards are evident.



FRANCHISE BRANDS THAT GIVE BACK

A growing number of franchisors and franchisees are placing increasing importance on partnering with local and national charities. Here, we champion their activities and how they're making a difference to people's lives





Estate agent's charitable contribution recognised with sustainability accolade

"For some of our participants, it's been life changing"

Claire Meyer, director of Meyers Estate Agents, has been honoured for her part in setting up the GAP Project in Dorchester with mental health charity Dorset Mind.

Claire, who founded the home-based estate agency Meyers Franchise with husband Mark, was inspired to get involved in the community eco-initiative to help those suffering with mental health issues.

As a consequence, she was presented with a Sustainability Award by Successful Women in Business South West.

Claire says: "Spending time in green spaces or bringing nature into everyday life can benefit both mental and physical well-being.

"The GAP Project offers outdoor opportunities to grow and tend four allotment plots and the trained staff and volunteers provide practical support to those referred to the project with mental health problems.

"We grow vegetables in raised beds and there is a poly tunnel and an eco-garden that is all wheelchair and mobility access friendly.

"The aim is to improve quality of life and support our participants, both young and old, to build confidence, self-esteem, and resilience while connecting with nature and other people."

Although she won the award, Claire was eager to state that the GAP Project was a "massive community effort", adding: "We've welcomed support from volunteers, local companies, our franchisees and our partnership with Dorset Mind, whose staff have bought into the project as much as we have."

Meyers intends to offer the GAP Project as a blueprint for its franchisees, giving them the chance to recreate their own eco-projects.

Nicole McCormack, adult services manager at Dorset Mind, says: "Claire and Mark's vision, enthusiasm and contribution to fundraising efforts for the GAP Project, in combination with the structure Dorset Mind has in place to engage and support referrals, has made the project a reality.

"The result is a safe space for those with mental health problems who prefer less intensity than focused one-to-one or group sessions.

"As well as helping reduce the stigma associated with mental health, the eco-project is another tool to help with the day-to-day challenges people face. For some of our participants, it's been life changing."



Papa John's raises six-figure sum for Paralympics

"An incredible opportunity... to raise money for a fantastic cause"

Through its 'We are Limitless' campaign, pizza franchise Papa John's has raised nearly £250,000 for charity partner ParalympicsGB.

Launched in 2020, it shone a light on how each athlete ambassador who took part has overcome the challenges they've faced.

In summer 2021, Papa John's launched the Weirwolf Challenge, featuring multiple Paralympic gold medal winner David Weir.

A virtual race event, it saw company employees, customers and David himself take part in a collective effort to see how many times they could make the 8,100-mile journey from London to Tokyo and back again.

Using an app, participants were encouraged to clock up one mile a day by running, walking, cycling, hand biking or via wheelchair as part of their daily exercise.

All movements were tracked by the app and accumulated to show how many miles had been travelled collectively.

Giles Codd, Papa John's UK marketing director, says: "Our partnership with ParalympicsGB has been an incredible opportunity for us to join with our customers to raise money for a fantastic cause."

Other notable Papa John's charitable work include its alliance with micro-donations specialist Pennies, which gives customers the option to donate a few pence to charity when they pay for their pizza online.

To date, over £300,000 has been raised to support Save the Children, Crisis, Macmillan Cancer Support, Bumblebee Conservation Trust and The Trussell Trust, among several other deserving causes.



InXpress Gives Back funds lifesaving defibrillators

"I was put in touch with SADS UK, who were able to offer me a lot of support"

When the InXpress Gives Back committee asked for recommendations for charities it could support, Lisa Savage, who works for the shipping and logistics expert's North Surrey branch, immediately suggested SADS UK.

She had good reason to: the cardiac charity had provided her with invaluable support after she had a sudden cardiac arrest.

It was subsequently discovered that Lisa had a genetic heart condition - along with her siblings, dad and two young children.

She says: "My eldest daughter was three at the time and my youngest was just seven months old.

"It was a complete shock to receive the news and trying to cope with the impact on them, as well as my own future, was difficult.

"Thankfully, I was put in touch with SADS UK, who were able to offer me a lot of support.

"They connected me with other families who were in a similar situation, but further along in the journey they helped to arrange a defibrillator in the house for my daughters, along with training my husband and I on how to use it and do CPR."

InXpress' association with SADS UK has meant a defibrillator has now been installed where Lisa works - and the company is eager to fund more.

"Knowing InXpress have funded another defibrillator definitely gives me peace of mind," Lisa says.

"Knowing there is one within the business park where I work, in easy access of both a hotel and a school, as well as the offices, is really important to me and the thousands of adults and children living with this condition, whether they know it yet or not."



ActionCOACH boosts children's cancer charity coffers

"The impact of this partnership is far reaching"

Children with Cancer UK lost 40 per cent of its funding in 2020 because of the pandemic, impacting both the research and welfare projects it supports and delivers.

However, the charity has recently received a welcome financial boost, thanks to ActionCOACH.

During September – which was Childhood Cancer Awareness Month – the ticket price of all the company's business coaching seminars was donated to Children with Cancer UK, which came to over £8,000.

In total, the ActionCOACH UK network of 200-plus coaches has raised around £36,000 for the charity.

Julie Wagstaff, UK co-founder of ActionCOACH, says: "I think everyone has been affected by cancer at some point in their lifetime. But childhood cancers are particularly agonising to encounter and it's a shocking statistic that on average 12 children and young people in the UK are diagnosed with cancer every day."

The leading cause of death in children between one and 14, around 4,500 children and young people are diagnosed with cancer annually in the UK.

Survivors can face a lifetime of serious health issues because of the intensive treatment they have to undergo, so the charity's funds also pay for research into new therapies.

"We're so grateful for the fantastic support of ActionCOACH," said Cliff O'Gorman, CEO of Children with Cancer.





Ovenu sponsors a guide dog puppy to the tune of £15K

"Everyone at Ovenu is eager to see Selsey progress"

Rik Hellewell's support for Guide Dogs dates back to his late teens, when he used to work in a pub opposite the charity's headquarters in Wokingham, Berkshire.

The Ovenu founder and managing director says: "I used to see a lot of the handlers and trainers with the dogs and sometimes they brought them into the pub to familiarise them with groups of people and the noise."

As a result of this serendipitous encounter, Guide Dogs is now benefiting to the tune of £15,000, following Ovenu's decision to gift it the money to sponsor a puppy.

More than 100 of the oven valeting company's franchisees have contributed to the initiative, together with staff at the company's headquarters.

Franchisees have reported a positive reaction from clients and black Labrador puppy Selsey's training is going well.

"Everyone at Ovenu is eager to see Selsey progress and look forward to the moment she is able to transform someone's life," Rik says.

"We know charities' incomes have been hit hard by the pandemic and everyone at Ovenu wanted to do something positive to make a difference."

Ovenu franchisees plan to share regular 'pupdates' with clients to raise further awareness of the charity. The company has also set up a JustGiving page where people can make their own donations.



Monkey Music helps Nordoff Robbins transform young people's lives

"Activities included the release of a heart-warming Christmas song"

Monkey Music has donated tens of thousands of pounds to Nordoff Robbins during its near 30-year association with the music therapy charity.

Both organisations recognise the power of music to help transform young people's lives, as well as support early years development.

Angie Coates, CEO of Monkey Music, which provides award-winning music classes for babies and young children, says she's always valued the role music therapy plays in the lives of many vulnerable people. This stems from when she attended the Guildhall School of Music and Drama, which offered its own music therapy course.

When Angie founded Monkey Music, she wanted to support a charity that was relevant to her business and where she could make an impact – so Nordoff Robbins became the franchise's national charity.

Since then, activities organised by the franchise and its franchisees have included the release of a heart-warming Christmas song called Music is a Gift and a Sing and Play Challenge, which started during the first national lockdown and involved Monkey Music families taking part in a virtual singing challenge that raised £17,477.

Franchisees also do their own fundraising, with two franchisees organising a mini-triathlon that raised over £15,000.

Neighbourly's activities support charities at both national and local level



"Within 11 days we had donated a total of 1,847 items to the West Berks Foodbank"

It's fair to say that multi-brand franchisor Neighbourly is heavily involved in charity work across its 300-plus franchise locations.

Not only is the company a big supporter of Save the Children and Comic Relief, its brands contribute at a local level too.

For example, Dream Doors' Basingstoke and Newbury franchisees Adrian and Lesley Wallace helped feed thousands of vulnerable people in their territory by transforming their kitchen showroom into a socially distanced facility that allowed locals to donate food to the West Berks Foodbank at the start of the first lockdown in 2020.

Their efforts were recognised recently when they were awarded Community Champion of the Year at the kbb Review Retail and Design Awards.

Lesley explains: "Within 11 days we had donated a total of 1,847 items to the West Berks Foodbank, including 315 tins of food, 30kg of sugar, 35 jars of coffee and 639 nappies.

"Adrian began making socially-distanced food deliveries to those in need on behalf of the foodbank, while I stayed in the showroom to accept donations.

"Instead of popping a few tins in the supermarket donation bin, people started hovering outside the front and emptying boot-loads they had filled from a visit to the local shop.

"Our donations continued to grow and eventually the foodbank started to send their van round to collect them."

Taking an American staple to Sweden

INTERVIEW BY RAGHAV PATEL

Randa Shebly-Cobb, a Phenix Salon Suites franchisee, discusses spearheading the brand's Scandinavian expansion



"The number one difference is that it's a new market, compared to Atlanta, where it was a mature market"

Phenix Salon Suites recently announced the expansion of its brand to Sweden, a completely new market for the franchise. Foreign expansion into new continents can be a process fraught with risk, so how can it be minimised?

One of Phenix's existing franchisees, Randa Shebly-Cobb, is the answer. Shebly-Cobb owns Phenix locations in Atlanta, Georgia, but is now facilitating the brand's growth into Sweden; the country she was raised in and lived the formative years of her life. Her familiarity with the country, its culture, and language will be an invaluable tool in navigating a new territory for the brand.

To understand how an American brand can expand into a new European territory, we spoke with Randa Shebly-Cobb.



RP: What do you envision to be some of the key differences with running your Phenix portfolio in Atlanta, compared with Stockholm?

RS: The number one difference is that it's a new market, compared to Atlanta, where it was a mature market. There's going to be a lot more effort spent on educating customers, and I'm also excited about promoting entrepreneurship.

I'll also be doing things that I didn't necessarily get to do in Atlanta with it being a more mature market, things like television ads. I think that's going to be the key difference in promoting, marketing and really introducing the Phenix concept to a fresh market and fresh country that's never really seen this type of model within that industry in that country.

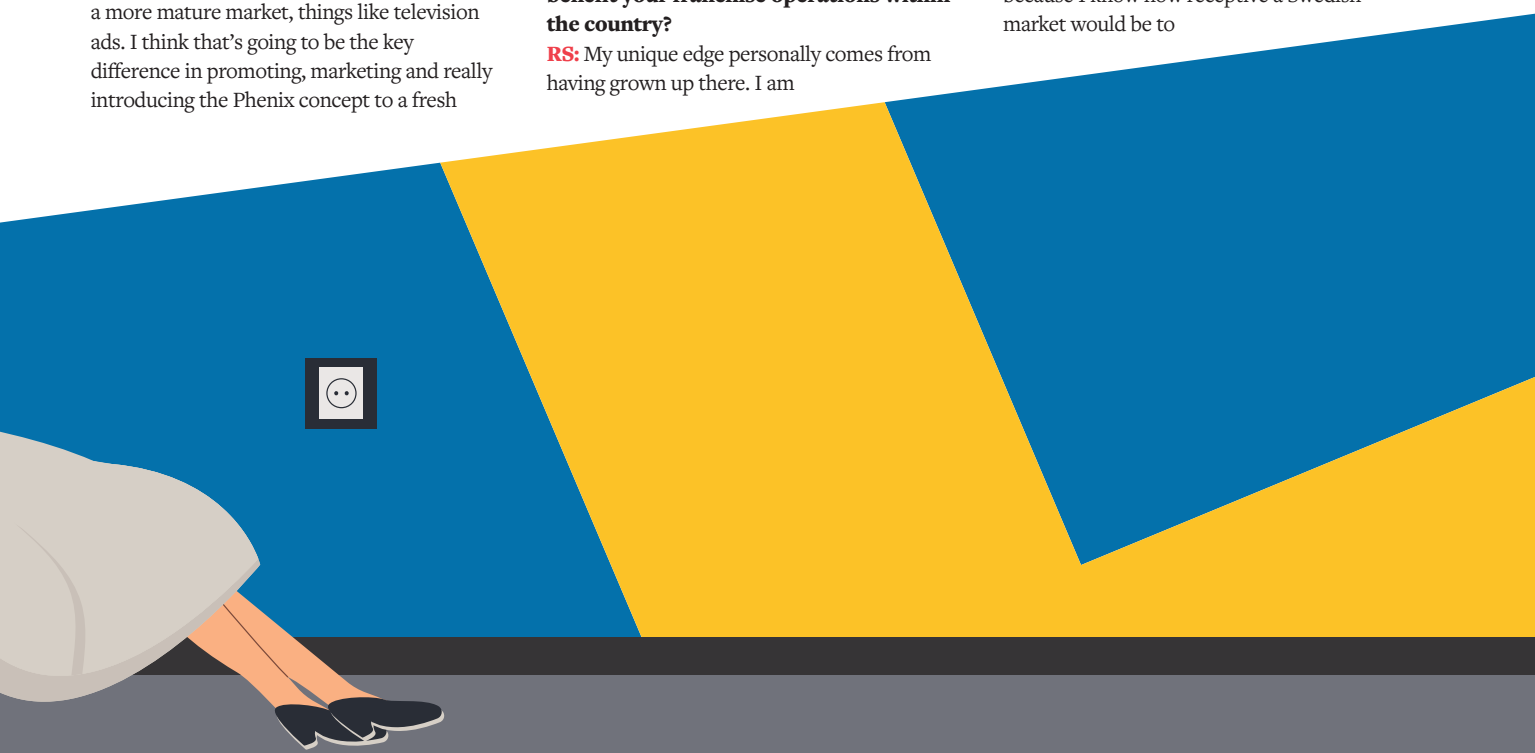
The new market is definitely something that is going to be requiring a lot more thought and time in the marketing department to reach the audience with the concept.

RP: How do you think your personal experience with the Swedish market will benefit your franchise operations within the country?

RS: My unique edge personally comes from having grown up there. I am East African, originally. I was born in Eritrea. I spent the first couple of years of my life there, but the majority of my years and especially my upbringing, I spent in Sweden.

I feel like a native. I speak the language, I know the people, I'm familiar with the mentality, I'm familiar with the way of life, of business, of schooling and the way people think in Sweden.

I understand how some of these marketing strategies are going to have to be executed because I know how receptive a Swedish market would be to



something that's completely new, something that's American, and something that's a franchise. My number one competitive edge is that I am from there, speaking the language growing up in that country.

The other advantage I have is probably within my career that this isn't my first sort of expansion mission. I started in a direct sales and marketing company in London at the age of 21, fresh out of university, and I worked my way up. But I also had the opportunity to expand that business, from London to throughout the UK and many other countries, from 2007 to 2012.

It's not my first rodeo in terms of expanding and introducing new concepts to a different country; I'd say I've done it in many languages and in many places. So this, to me, feels like a piece of cake. This is taking something back home where I know the place. I'm confident that I'm the right person to do it.

RP: What are your plans for development within Sweden, and do you plan to take Phenix further throughout Europe in subsequent years?

RS: I'm sure that the Phenix Salon Suites franchise already has its eye on the world. We already joke between the president and I, Brian Kelley, about global expansion. Phenix just signed and opened the first international location back in October which was in the UK.

I'm excited to ride the wave and take over the European market by starting out in Sweden. My plan is to start in the capital city of Stockholm, for obvious reasons. Then I plan to over the next five years, grow to eight locations.

I think at that point, we'll see. I'm sure Phenix will be in a few more countries by the time my five years are up. Maybe I will dip back in and expand into a new country. But for right now, I've got my eyes on Sweden. I also have my US locations that are underway. I'm currently working on my second location in Atlanta, which I'm doing simultaneously with the Swedish expansion.

I'm focusing on the Swedish expansion. Putting 100 per cent into that over the next five years is my number one goal. After that, the sky's the limit.

RP: Is the European franchising landscape becoming more and more popular for American franchisors?

RS: I would say, absolutely, yes. From my own experience just going back and forth for the last few years I've been here now I would say the co-working trend and entrepreneurship trend is growing and growing. The climate generally is moving towards being open to the concept of entrepreneurship, you know, people being excited to run their own shop, do their own business.

It goes back to the number one question about the key difference between markets. A lot of salon professionals have never thought about running their own business. Whereas in Atlanta, people are more used to having rented space and being in a co-working environment.

Again, the co-working trend is on the rise, you know, entrepreneurship in general is on the way up. This is something that I feel is even more important for Phenix to come in and fulfill because there's that gap for these beauty professionals.

Generally speaking, in the past, in Sweden, American franchise concepts have done well. But I would say, again, it's going to be extremely important to come in and fill this gap in the market for these face-to-face professionals.



"It's not my first rodeo in terms of expanding and introducing new concepts to a different country"

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“There is no question that franchising fared far better than independent businesses during these tough times”

INTERVIEW BY KIERAN MCLOONE

Following the Franchise Association of South Africa joining the World Franchise Network, we caught up with chairperson Pertunia Sibanyoni to learn more about this thriving African market



KM: What work does FASA do to ensure franchising in South Africa remains ethical?

PS: FASA holds the distinction of being one of the first countries in the world to adopt a code of ethics and business practices that became amongst the most stringent in the world and is in line with global ethical standards.

As the leading and oldest franchise association on the African continent, it serves as a springboard for international brands to establish a presence in South Africa with a view to expanding to sub-Saharan Africa and beyond.

FASA members voluntarily align themselves and their brands to the World Franchise Council, an internationally recognised body that adheres not only to international best practices but to sound business ethics established through South Africa's Consumer Protection Act and FASA's government approved Franchise Industry Code for the sector.

The fact that a franchisor that is a FASA member voluntarily opens himself, his company and his operations to scrutiny shows his commitment to running his operation ethically and along sound business principles. FASA members are viewed as credible operators and quality companies within the franchise community and more likely to be accredited by the major banks and lending institutions.

FASA makes a thorough assessment of each applicant company before membership is granted. This would typically include a look at the viability of the concept and that the company has a pilot operation operating for at least a year as well as the presence of appropriate franchise documentation.

The three pillars of a good franchise system cover all the bases to a well-run business format. The first two – the disclosure document and the franchise agreement – pertain to the legal and moral side of the business you're buying. The operations manual is the blueprint on how that business should and must be run.

KM: What makes South Africa an attractive region for international brands looking to introduce their concepts to the continent?

PS: South Africa's franchise industry started roughly a decade after it exploded onto the American scene and this is where the South African franchise story starts. Those early entrepreneurs in the 1960s who brought concepts to our shores recognised that the unique quality of this new business model lay in the fact that for the first time the franchise contained a complete business management package.

New businesses found it relatively easy to establish themselves and were successful from day one. During the 1980s, political and economic sanctions were biting hard prompting the withdrawal of several foreign concepts and caused the virtual drying up of new arrivals.

Enforced isolation from foreign concepts did not stop South Africa's entrepreneurs from picking up international franchise trends or developing home grown franchises which they did with great enthusiasm. Today, home-grown franchise concepts account for 80 per cent of all franchise brands in South Africa, with many, like Nando's, finding success internationally.

South Africa has a first-world and first-class franchise industry contributing almost 14 per cent to GDP, through its 800-odd franchise systems and over 48,000 outlets. The industry employs around 500,000 people.

Since the lifting of international sanctions against South Africa, new international brands have been entering the country on a regular basis. The most obvious consideration for a franchisor entering a new territory is that each market and each country presents unique challenges and a one-size-fits-all approach does not necessarily work. The franchisor has to consider local conditions and having a strong local partner is a decided advantage.

The first issue is local law as every country has a unique legal system, with specific tax and exchange control laws, competition and consumer protection legislation. South Africa also has indigenisation or affirmative action legislation laws designed to empower and protect previously or currently disadvantaged sections of the population.

"Since the lifting of international sanctions against South Africa, new international brands have been entering the country on a regular basis"

"Cultural" and local market conditions and preferences may also be a major factor in determining how and where to launch a concept, and whether the offering needs to be "tweaked" to appeal to the local buying population.

The state of existing competition in the market is also a factor to be considered. The franchisor needs to consider whether there is room in the market for another offering in the sector concerned. Having regard to these considerations, it is definitely advisable for a foreign franchisor to do their due diligence and to appoint a local master franchisee who is familiar with local conditions.

It is also important that a partner is chosen who can provide the necessary operational expertise. This is especially true in international relationships where it is much more difficult for a franchisor to supervise operations on the ground directly, and he is far more reliant on the local licensee.

KM: What do you find personally fulfilling about the work that you do with FASA as chairperson?

PS: InspectaCar joined FASA as a member in 2017 and I, as its CEO, was nominated onto the board in 2018 and subsequently nominated as chairperson elect for 2021/2022. I was truly humbled and honored to be entrusted to lead a non-profit organisation that has been in existence for 42 years, of service to the public and the franchise sector in promoting the universally accepted and most successful business formats.

In my two-year reign as chairperson, I am excited to share my visible leadership as captain of this important sector by proactively promoting the advantages of franchising to both businesses and entrepreneurs, prospective franchisees, and the public at large and playing a role in in stimulating our economy.

My role is to get support from the board and executive director to steer and ensure sustainability of this auspicious association as the voice of the franchise sector and to deliver the key strategic objectives and nurture the key stakeholders' relationships that include government, funders, banks, and industry bodies.

KM: How well has the South African franchise industry bounced back from COVID-19, and what more could be done to continue with growth and success?

PS: Among the many industry sectors in South Africa, whether agriculture, mining or manufacturing, franchising is the only one that covers a whole spectrum of business sectors (around 14) and contributes almost 14 per cent to the country's GDP – far above all other sectors whose contributions are in the single digits – but sadly, as an industry sector, it often does not get enough credit for its contribution to the country's economy.

There is no question that franchising fared far better than independent businesses during these tough times. While some of our sectors, like those in the restaurant and retail sectors are being hardest hit, surviving the crisis and rebooting becomes a precarious balancing act for all franchises that requires team work and a focused business approach. But if there is one business sector that knows how to balance the scales of supply and demand, be innovative enough to change course and use its collective power to weather the storm, it's franchising.

The silver lining to the events of the past two years may well be a positive effect on the franchise environment as individuals, entrepreneurs and business owners are now looking for opportunities to progress, develop and find new avenues to pursue.

Some individuals have been forced to seek alternative employment solutions. Some feel insecure in their current positions or have changed their priorities in life. This has led to an increase of new entrepreneurs in the market or people seeking to buy employment opportunities.

Corporate companies are also starting to see the value of franchising but due to their rigorous structures and cultures, the transitioning to a franchise environment may seem to be more complex, but it achieves great results and gives the corporate companies the opportunity to empower and develop individuals from within.

The narrative of the success of franchising in South Africa is one that gives inspiration to the possibilities of this business system gaining momentum not just in South Africa but in the rest of Africa.

South Africa stands out as the only country in Africa that embraced the franchising model way back in the 1960s and built it into the formidable business sector that it is today.

KM: What advice would you give to entrepreneurs who are getting into the franchise industry for the first time in 2022?

PS: Leverage the brand equity from the franchisor and their know-how and ability to have access to group buying benefits; this allows for immediate access to penetrate the market unlike going on their own as an independent, unknown brand.

Focus on customer needs or pain points and proper cash flow planning. COVID times have shown that one needs to be agile to respond to changing customer need; without cashflow, many businesses were unfortunately not able to survive the lockdowns restrictions.

Personal leadership is also an important building block for entrepreneurs. They need to be consistent and intentional about self-leadership and have the core values to lead in their community to be successful in their business, and have the resilience to have the drive when things get tougher; especially in the first year of starting your business.

Finally, celebrate your small wins along the way. Don't let a bad experience distract you from the progress you have made; as long you are providing value in people's lives, there will be a market for your product or service.

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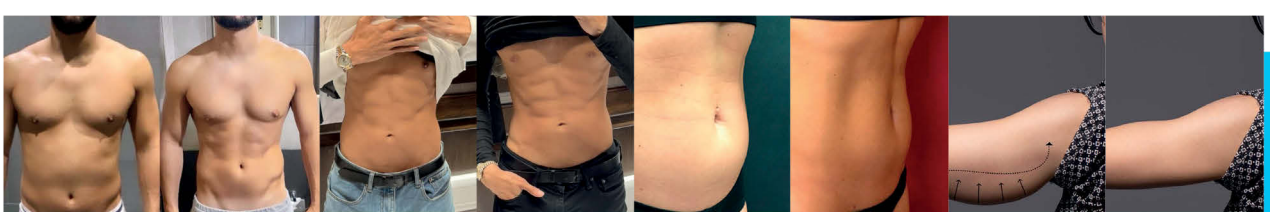
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"Creativity is what makes the world go round"

Kelly Hoppen, BAFTA-nominated interior designer and former Dragons' Den investor, talks to Angela Sara West about her illustrious career, working to promote British small businesses and championing women entrepreneurs

WORDS BY ANGELA SARA WEST



THE AUTHOR
Angela Sara West is a BBC-trained celebrity journalist and freelance writer

Nothing screams luxury like a Kelly Hoppen design. With 45 years' experience at the forefront of her industry and an estimated net worth reported to be £50 million, London's 'Queen of Interiors' is synonymous with designing rooms for the super-rich and famous and collaborating with brands worldwide, from high end to high street.

The award-winning designer has won multiple accolades during her illustrious career, but she considers her greatest achievement to date to be her much-coveted MBE, for services to interior design. "It was a huge honour to meet the Queen and be presented with such an award," she says.

Now, Kelly is a proud Government-appointed ambassador for GREAT, which supports global trade by showcasing the very best Britain has to offer and promoting British creativity, business and commerce internationally. Her subsequent CBE for her services to the campaign recognises Kelly's exceptional contribution to the UK as an entrepreneurial and self-made female business owner, and positions her as a powerful example of the talent and forward-leaning nature of global Britain.

"I am truly humbled and thrilled to be honoured for work that I feel so passionate about," Kelly enthuses. "Working together with the GREAT campaign has been rewarding and exciting, and I look forward to continuing to support and mentor UK SMEs and entrepreneurs, which is more important now than ever."

Kelly believes British craft is crucial to our nation's success and is a big advocate of creativity in business. "Craft, like design and art, plays a vital role in our economy," she expands. "This is why I am actively involved with the GREAT campaign, helping small businesses showcase what

they have to offer to global buyers. I'm a huge supporter of craft in Britain, and would hate to see this tradition die out. Creativity is what makes the world go round!"

A simple philosophy

Kelly's love of design and understanding her clients' needs has always been at the heart of her business modus operatus. Kelly's big break came at 16, when her father's friend asked her to design his kitchen. "It was my first assignment and I haven't looked back since," she says. "The passion grew stronger and the projects bigger!"

Since her first foray into the world of interiors, the designer has collaborated with diverse range of luxury brands, from Hakwood to Samsung, British Airways to Wedgewood, as well as partnering with select brands to create a range of products for the home, such as with her modish homeware K by Kelly line for QVC.

Known for her muted palette and minimalist aesthetic, Kelly's cool 'n' contemporary signature stamp is emblazoned across a wide range of commercial projects across the world, including eco cruises, five-star hotels, private jets and superyachts. Having achieved iconic status, the interiors queen is the go-to designer to the A-list, counting the Beckhams, the Lampards and Simon Cowell among her clientele.

Passionate about making her design ethos accessible to the masses, Kelly has authored nine books, launched a podcast and is a highly successful social media influencer, regularly posting positive messages on her public platforms with a business bias. "I feel incredibly lucky to have such a large social media following," she says. "It allows me to offer insight into my work, as well as other aspects of my life on a personal level. I always try to make my social media platforms a positive and inspiring space to be."

Mentoring new talent

Her digital platforms also allow her to mentor and nurture both emerging and established entrepreneurs. "I try to offer advice as much as I can. This helps me channel everything I've learned over the years and pass the knowledge on to young creatives all around the world. I have a real desire to encourage the next generation of entrepreneurs – there is so much fresh talent emerging, and I love how social media allows me to connect directly with them."



The celebrated designer also chats candidly with game-changing businesswomen renowned in their industries on her eponymous podcast series, The Kelly Hoppen Show, on iTunes and Spotify. Many of the UK's most successful entrepreneurs are featured, including Karren Brady, Dame Kelly Holmes, Jo Malone, Melissa Odabash, Lisa Snowden, Amanda Wakeley OBE, Trinny Woodall and the CEO of BAFTA, Amanda Berry, each sharing unique insights into how they built their businesses, their successes and failures, and how they balance their life goals with work.

"As a big podcast fan, I was very excited to launch my very own show. I set out to explore and share the challenges and successes of some of the UK's most experienced entrepreneurs, to give listeners inspiration and business advice so they can grow and reach their own goals. And one thing I have found is that they all have one thing in common – belief," she emphasises.

Work hard, play hard

Striking a life/work balance is especially important to Kelly. "I work in a very focused way, but when I finish for the day, and at weekends, I relax and recharge my battery, unless I'm filming. I'm lucky – I have a great team of people behind the scenes help me to balance everything."

When it comes to avoiding burnout, Kelly focuses on the positive... and has a rule. "Wellness! I work out every morning... it helps set me up for the day. Starting the day with exercise and without my phone is a non-compromise."

As former stepmother to Hollywood actress Sienna Miller and her sister

"MY DESIGN FOR LIFE"

Setting up a franchise? Ex-Dragons' Den investor Kelly has plenty of top tips for budding entrepreneurs:

- **If you have a dream, chase it**
- **Do your research, know your market and your unique selling proposition – and be credible**
- **Write down realistic steps towards hitting your targets**
- **Stick to your vision, be inspired creatively by everything around and follow your gut**
- **Before committing too much in funds and time, test the market. It's a low-cost way of seeing if your business idea has any chance of success. A small research group made up of your target audience will offer valuable insights**
- **Have good accounting – it's the vital glue of any business. If you're already an entrepreneur or about to start a franchise or business, check out Sage Cloud Accounting. With Sage, you can send and track personalised quotes and invoices immediately after finishing a job. This means you can stop chasing invoices and spend more time doing what you love**
- **With more people working from home than ever, a beautiful desk space is incredibly important. Spend time styling your surroundings to create a truly inspirational place to work**
- **Most importantly, have self-belief. I strongly believe that passion and self-belief are the most important things you need as an entrepreneur. If you don't have faith in your franchise, or yourself, how will anybody else? If you have confidence in your ability and designs, paired with determination, you'll go far!**

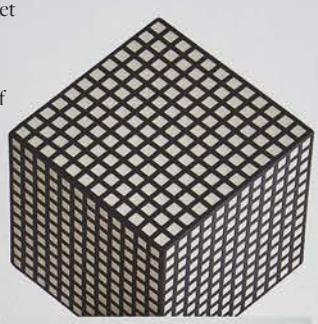
Further business tips are available on Instagram @kellyhoppen

Savannah, with whom she remains very close, Kelly always carves out time for loved ones, too. "They're the most important thing, and I always try to make time to call or video call my family when we can't get together in person. There's a lot to do with my business, but I enjoy every bit of my work and my family. I think it's about working hard, putting all that you have into your projects and making sure that relaxing comes in the form of the most incredible holiday or time out. I like to give myself a complete creative break."

The secret behind Kelly's success is actually quite simple: "Hard work and passion," she says, shortly. "I love and I'm proud of what I do, so it's easy to put all my effort into it. I work equally hard on every assignment, they're all so different and unique. When each is finished, I get a feeling of immense pride.

"I'm happy with how things have turned out in my career. I'm very fortunate to have a great business doing something I love, and any mistakes in the past have been nothing but a learning curve to get me to where I am now."

At 62, Kelly is not planning to slow down, kick back and enjoy the fruits of a lifetime's work. Instead, she tells What Franchise, she has a plethora of projects in the pipeline. "I am working on many exciting projects around the world, including one in Sydney, and I can't wait to share these with you. I've never felt so in love with my job or excited about what is to come."





"I have a real desire to encourage the next generation of entrepreneurs – there is so much fresh talent emerging"

"RESILIENCE ISN'T EVERYTHING"

"Running a business is always incredibly challenging, even at the best of times, let alone during periods of uncertainty," says Kelly, who mentors women in business. "Building up resilience over time is very helpful and comes with practice. However, I believe that vulnerability is also so important and underrated in running a company. As women, we often think we have to prove our strength and independence, but it's just as valuable to be able to ask for help and guidance when you need it."

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The importance of diversity and inclusion in franchising

The franchise industry is renowned for its welcoming nature – here's why that matters

WORDS BY SUZIE MCCAFFERTY



THE AUTHOR
Suzie McCafferty is CEO of franchise consultancy Platinum Wave

Women are currently joining the franchise industry in greater numbers than ever – and according to the International Franchise Association, it's a global trend.

Research suggests that female franchise ownership in the US has increased by more than 80 per cent since 2010, while the British Franchise Association has reported a 20 per cent jump in the number of female franchisees since 2015, with 37 per cent of all new franchisees in the last three years being women.

Broad appeal

Even without knowing the stats, it feels like there are more franchise opportunities today with a broader appeal than at any point in history.



This should make it easier for anyone to join the industry, but when we see so many more business models offering flexibility of working hours it goes a long way to helping women break out of the unfair but common norm of being the 'second' earner in a household.

It's been 50 years since the Equal Pay Act came into being in the UK. Basically, from that moment on employers were legally prevented from paying a woman less than a man for the same job. So why does the gender pay gap still exist?

With the exception of this year and last – due to COVID – the government has been requiring British companies employing more than 250 people to publish their gender pay gap information.

Yet despite campaigns by women's rights groups promoting the need to close the gap, the results published in 2019 showed it had actually increased. Might one of the reasons women are embracing the chance to become a franchisee be the lack of a glass ceiling?

No barriers

Could it be that women are thriving in franchising because, unlike in many other business circles, there's no one trying to hold them back?

Women are also thought to be more open to sharing best practice and helping others, which of course lends itself perfectly to being part of a franchise network.

I've worked in franchising for 20 years. I opened a refillable ink cartridge shop in Edinburgh not long after university. Fast forward a few years and I had 70 franchisees in six countries.

Next, I took a big leap into the corporate world, where I took on a national recruitment agency franchise. One of the lovely things about this was finding that, in contrast to the world I'd just left, so many of the franchisees were women.

I never thought for a second that being a woman meant there was anything I couldn't do in business, but it was clear that a lot of people initially took me much less seriously because of it. This is anything but a sob story, I hasten to add, as I've always responded well to the opportunity to prove people wrong.

Empowered by those 10 successful years in franchising, I had the confidence to set up my consultancy firm, Platinum Wave Franchising, to help people get as much out of franchising as I had.

Core values

Franchising has openness, mentoring and collaboration at its very core. One person finds a brilliant way of providing a service or selling a product and then teaches others how to do it.

They continue to provide support in time create a community of collaborators all working towards the same goals. Is there a better way to do business?

Another 10 years on and to any women thinking of becoming a franchisor or franchisee I say: there has never been a more welcoming or egalitarian time to join the industry. There's nothing to hold you back that won't also hold a man back, so fill your boots.



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Working mum guilt – and how to survive it

Read on for actionable advice and a life-changing strategy to help you to ditch the guilt

WORDS BY GIFTY ENRIGHT



THE AUTHOR

Gifty Enright is the author of 'Octopus on Treadmill: Women, Success, Health, Happiness.' She is also a public speaker and coaches women on how to manage their career and family effectively to avoid burnout

giftyenright.com

Working mothers walk the tightrope of having to work like they don't have children and then bring up their children like they don't work. This is the perfect recipe for burnout. Things go to a whole other level when these mothers are entrepreneurs.

Most working mothers are stretched from pillar to post with miles of to-do lists and not enough hours in the day to do half the things on the list. Entrepreneurs, however, have the added complexity of 'everything is on you', so there is just no give. You make all the decisions, you are the leader, you set the strategy you take all the risks. This means if you drop the ball, the buck stops with you. You can't escalate to a boss because you are the boss and sometimes are there are no colleagues to take some of the pressure off you. If your child is sick, that meeting that you fought so hard to get with a potential client must be postponed with no guarantee that the client will agree to see you again because your competitors are on standby.

"Most working mothers are stretched from pillar to post with miles of to do lists and not enough hours in the day to do half the things on the list"

"Our superpowers of intuition, empathy, and natural multi-level thinking can lead to overload when dealing with a busy workload and multiple expectations. We feel at times like we have something to prove, or worse still don't feel like we can take our foot off the gas," says Sian Winfield, CEO at Start-ups & Go.

Women also think they have something to prove and let's face it, it is not a level playing field. According to the office of national statistics (ONS), men make up the majority of the top 10 per cent of earners. Worse still, some women are plagued with not feeling good enough, particular in their mid-to-late forties when they may be suffering from the perimenopause and their hormones are wreaking havoc. So, they work more hours just to ensure that there is no room for error.

Where does all this overworking lead? Guilt. Wherever you are, you feel like you are needed elsewhere. You have missed the non-uniform day at your kid's school again and you are convinced your child will be scarred for life. You keep checking your emails while making dinner because you can multi-task but little Jimmy who has been trying to get your attention for the past five minutes storms off feeling ignored. Just as you are thinking you will be up for the worst mother of the year award you hear a scream from upstairs and, of course, he has caught his finger in the door while slamming it in his rage after being ignored. On the way to A&E you are sure social services will be called! The guilt is overwhelming. This nightmare is not a one-off for working mothers.

Time for intervention. Let's bring in Dr Donald Winnicott, a distinguished psychoanalyst and paediatrician, who came up with the concept of the 'good enough mother'. His view was that parenting is hard enough and there is no such thing as a perfect parent. Being human means that you will get some things right and some things wrong, but it doesn't necessarily mean that your children are going to be significantly or permanently damaged.

What should a good enough parent be focusing on? To bring up a well-developed, emotionally secure, and competent person you need to meet both their physical and emotional needs. These are:

- Take care of them physically, by providing food and a safe physical environment for them to stay alive and have good health

- Love them unconditionally so they have a robust self-esteem

- Set them boundaries so that they are easily socialised into society

- Develop their potential so that they can be whatever they want to be

The problem is that most mothers are not clear on their parental responsibilities. They think they must do and be all things to their children. This is an impossible standard for anyone to live up to and it only tips you into chronic guilt and sets you up for failure. Getting clear on the above physical and emotional needs and applying the 80/20 rule by meeting them most of the time should be good enough for you to ditch the guilt.

How to protect yourself from guilt

Mindset

- Check your rules about what it is to be a good mother and make sure it is aligned to your values. Do not adopt someone else's standard, they might turn up at the school gates looking immaculate, but you don't know what they are feeding their children. Do not play the comparison game, you will never win as you will not be comparing apples with apples.
- Be confident that being a 'good enough mother' is enough. You don't have to get

everything right, go for the 80/20 rule. If you are doing it right most of the time, your child will be just fine.

• Show yourself compassion and be accepting. Let yourself off the hook, you will drop a ball every now and then and that is okay. Rather than indulging in guilt, learn from it and move on.

Behaviour

• Boundaries: Make sure you have clear boundaries between work and family time, do not allow them to bleed into each other. Everyone around you should know that your family time is sacred. Enforce this by maintaining radio silence during your family time, do not be sending emails or reading emails. Be fully present for your family. The same applies for when you are at work, your family should respect that boundary too.

• Say No: Learn to say 'No' to things that aren't important. As a working mother, you have a hard stop for certain things like school pickup time so you must be disciplined with your activity set when you are working. Do not allow people to waste your time. Say no to meetings without an agenda, only go to meetings that you are required rather than if you are on there as optional.

• Role Model: Children model themselves on the behaviour of their parents. If you are riddled with guilt, it makes you anxious which makes it more likely for you to drop the ball. Anxiousparents have anxious children. If you find yourself in a guilt inducing moment, flip it into a learning moment with your child. On the non-uniform day whenthey are the only one in uniform, acknowledge the error and pivot it so it becomes about not being afraid to be different.

Activity

• Delegate: Allow other people to step up and take the pressure off you. Believe it or not, people are around you, waiting for you to ask for help.

• Get the children and your partner involved in running the home. The home is an enterprise with your family members being stakeholders. Everyone needs to play their part.

• Spend time on what matters and in a time crunch, be prepared to let the unimportant slide. To do this, you must be clear on your values and what is important to you. If you had to choose between a spotless kitchen and your relationship with your children, which one will it be?



Five ways to make a spousal business venture successful

Going into business with your romantic partner can be a great decision, but only if you lay the groundwork beforehand

WORDS BY TODD AND JOANIE PENHOLLOW



THE AUTHOR

Todd and Joanie Penhollow are owners of Fibrenew Central Oregon. Before franchising with Fibrenew, Todd spent more than 20 years working in the water and wastewater utilities industry. Joanie had a 20-year-long career in sales managing a plumbing showroom before joining Todd at Fibrenew

Your spouse is the person you can't live without – that's why you married them. But could your romantic relationship advance to the next level: a professional relationship?

Going into business with the love of your life is a big decision – almost as big as agreeing to marry them. Many couples have separate professional lives, but others enjoy the extra time with their special someone. Todd and Joanie Penhollow are a perfect example of a successful romantic and business relationship.

Todd Penhollow became the franchisee of Fibrenew's Central Oregon location in 2014. Six years later, his wife, Joanie, joined him. The couple has been working side-by-side ever since and loving every minute of it.

The business gave them the luxury of creating their own hours and schedule, which was just what they needed after the birth of their son. Since working together, they've recorded some of their most profitable months.

So, if you're thinking about venturing into business with your spouse, here are the guidelines Todd and Joanie follow as business partners and life partners:

1 Set boundaries

Easier said than done, but the importance of keeping work life and personal life separate can be the difference between succeeding and failing.

Where to start? Set time limits. On the weekends, Todd and Joanie prefer to avoid business talk unless absolutely necessary. However, that's not always possible. When an overflow of work needs to be taken care of on a Saturday or Sunday, the couple blocks out time to tackle the project together – discussing ahead of time how much time is needed to complete the task, and assigning a day and time to work on it.

Agreeing to spend three hours working together on a Saturday morning is sometimes necessary, but once that task is completed, the Penhollows put business on the backburner to enjoy free time as a family.

2 You can never over communicate

You've heard it before; communication is key. Well, it really is. Todd and Joanie's marriage taught them the importance of communication, but working together has solidified how to properly communicate even more.

Every relationship needs open and honest communication to thrive. You have to be comfortable enough with your partner to talk through the tough stuff. Thing don't always go to plan, and that's the reality of running a business. Being able to talk through the challenges with your partner makes it that much easier to succeed.

Another benefit of good communication is that it leadsto understanding. The more you communicate, the better you understand your partner. You have to understand their points of frustration. If something



isn't working, recognize what the issue is and tackle it together. Talk it through and make the necessary changes.

The old rule, 'if you see something, say something' applies to your relationship on a business level and romantic level. If something at work is affecting your lives at home, the issue should be addressed immediately.

Remember what comes first, and always remember how lucky you are to be working with your best friend. You married that person for a reason. Find the reason you chose to go into business with them. Building a life together is much different than building a business together.

3 Be open and honest

With your spouse and with yourself. Are you the couple that can't get enough of each other? If you enjoy being around your spouse 24/7, you could run a business side-by-side. If you need alone time every now and then, maybe you and your spouse's responsibilities for the business will need to operate on separate ends.

Recognise what needs to happen in order to achieve your version of success. Todd and Joanie were unaware of each other's professional capabilities until they witnessed them firsthand after joining together in business. You learn a lot about your spouse throughout your marriage, and there is just as much to learn about your spouse throughout your business endeavors.



"Going into business with the love of your life is a big decision – almost as big as agreeing to marry them"

4 Capitalise on each other's strengths and weaknesses

You know each other's strengths and weaknesses when it comes to your home life, which can also be applied to your business. Whoever enjoys balancing the family checkbook can maintain the businesses finances as well.

Whichever individual typically keeps track of the family calendar and to-do list would be great at overseeing the business calendar and daily agenda. In a way, couples can take advantage of their spouse's strengths and weaknesses.

Knowing each other's skillsets is a huge benefit to going into business together. Whatever skills you lack, your partner can help out with – and vice versa. You know your partner better than anyone, so take advantage of it!

5 Find a passion outside of business

While it's important to be passionate about the business model, it is equally as important to have other passions outside of work. It's not healthy to exhaust all of your energy to one element in your life.

Todd and Joanie find passion in fitness, and view it as another way to motivate and hold each other accountable. Your passion does not have to be mutual, and it is okay to have separate passions.

Whether it's a hobby, an activity or a way to unwind – finding a passion separate from your home and work life is essential in maintaining that healthy balance.

Leylah Fernandez, Youth Athletes United

Reaching one million children through sporting programs isn't easy, but this fitness-centric franchise is enlisting celebrity assistance

INTERVIEW BY RAGHAV PATEL



Youth Athletes United is on a mission to reach a million children every year through its various sporting programs. Sports can be a great way to teach children about life in a safe environment, and how to react to winning and losing. It can also teach teamwork and develop an appreciation for the importance of physical health.

That's why the brand has brought in teenage tennis star, Leylah Fernandez. Fernandez is a highly successful young athlete, having reached the finals of the US Open at the age of 19, and has a WTA Tour title to her name.

Fernandez will be involved with the brand through social media, digital platforms, personal appearances and local franchisee activation. Her involvement has also led to Youth Athletes United laying plans to introduce tennis to communities that have not been exposed to the sport.

We sat down and spoke to Leylah about her new ambassadorship, what she hopes to accomplish and whether she has caught the business bug herself.

RP: What do you hope to achieve as Youth Athletes United's brand ambassador?
LF: I always had a dream to help the younger generation find their love for sports. I want to give kids that same feeling I had the first time I kicked a soccer ball, swung a baseball bat, or picked up my tennis racket. It was a beautiful moment for me and one I will always remember.

Youth Athletes United has a goal of reaching a million kids annually through its programs with Soccer Stars, Amazing Athletes, TGA Premier Sports, and JumpBunch. I want to be able to help them achieve that goal, especially in underserved areas that do not have as much opportunity to play different sports like tennis.

RP: How can sports prepare children for life as adults in the workplace?
LF: There are a lot of lessons that can be taken from sports and used in the workplace. Teamwork, dedication, time management, focus, and many others.

My father taught me when I first got into sports that pressure and stress will be my

"Franchising is a new area of business growth for me and I am excited to learn about how I can get more involved in this area"



"I want to give kids that same feeling I had the first time I kicked a soccer ball, swung a baseball bat, or picked up my tennis racket"

best friend. That really stuck with me and shaped my approach to how I deal with a hard or challenging situation. I embrace it instead of letting it negatively affect me.

I learned that on the field and on the court and it is a life lesson that I can take with me beyond sports.

RP: What stood out to you about Youth Athletes United as a brand you wanted to align yourself with?
LF: When I was a kid, I was lucky enough to play several different sports. My father was a professional soccer player, but he encouraged me to try other things like baseball, track and field, basketball, and that is how I found tennis.

Youth Athletes United brands give kids the opportunity to try a variety of sports just like I had. They really take pride in the fact that they are the first sports experience for many kids and that it is not just an opportunity, but a responsibility to give them a great experience and teach the fun in fundamentals.

RP: Do you think you'll ever become interested in franchising any of the concepts you now represent?
LF: I continue to learn more and more about business each day. When I look at players like Serena and Venus Williams, Naomi Osaka, and others, I see what they are able to accomplish with their platform.

They follow their passions and show success in business and tennis. This is something I definitely want to follow and will continue to look for opportunities that I feel strongly about. Franchising is a new area of business growth for me and I am excited to learn about how I can get more involved in this area.

RP: What do you think some of the leading fitness trends will be in 2022, which fitness franchisors like Youth Athletes United would do well to stay abreast of?
LF: I think it is really just about giving kids access and options, and meeting them where they are. I am also working with Lululemon as a brand ambassador and in watching the fitness growth trends, the Mirror fitness platform is leading the trend of providing high-quality fitness and content at home.

I would like to see the physical aspects and interaction of coaching, like with Youth Athletes United franchise programs, combined with digital platforms. If we do this, we will have a better chance of connecting with kids' fitness because we are utilising the platforms that they are growing up on today.





RP: Do you have much personal experience in the world of entrepreneurialism?
LF: I feel like I am learning more every day. Like I said before, I look towards some of the players who have successfully built their platforms and are involved in businesses they have a strong connection to. I hope to continue learning and getting more involved in the future.

"I think women are so far ahead of the game right now"

Ginger Sloan, a lifelong entrepreneur, shares her thoughts on why now is the best time for women to launch their own business

WORDS BY KIERAN MCLOONE



THE AUTHOR
Ginger Sloan, a lifelong entrepreneur, shares her thoughts on why now is the best time for women to launch their own business

One in three growth-oriented entrepreneurs in the world today are female, according to a new report by Global Entrepreneurship Monitor. Furthermore, slightly more than 30 per cent of female entrepreneurs expect to hire six or more employees in the next five years – up from the 18.7 per cent reported back in 2019.

The fact is that women in business are becoming an increasingly prevalent share of the overall market. But why is this, and what does the landscape look like for this segment's growth in the future?

To find out, we spoke with Ginger Sloan, a lifelong entrepreneur who started her first business at just 10 years old.

KM: Why do you think female entrepreneurship has been rising over the past few years, even in the face of a global pandemic?
GS: The pandemic caused women who would previously go into the office in a situation where they no longer needed to. They had previously become stay-at-home mothers or employees, but now found themselves working at home with the opportunity to enter into other arenas.

Although the pandemic has a negative impact in so many areas of our lives, it showed women who never in their wildest dreams thought that they'd do anything but a nine-to-five, that they're really good at something else. Even though it may have started as a side hustle, for many women, these things became permanent careers.

As we've seen quarantines and restrictions for COVID lift, it's been proven that women who became entrepreneurs don't go back to the office. Financially, they don't need to; they like the change, too.

KM: What do you think of the term 'female entrepreneur'? Do you think that we as a society should just opt for the more gender-neutral 'entrepreneur'?
GS: I honestly don't get into a lot of the name-calling. I'm not a sensitive person in that way; I've always just been regarded as an entrepreneur, but certainly, if you call me a female entrepreneur, I'm not offended in any way.

I do think it has a different connotation, though. Females bring a little edge to the game. We have a very protective hunger and it's different for men. I'm not trying to compare the two, but I think when you say a female entrepreneur, there's a degree of fight that comes with that. I think there's some benefit, too.

I don't claim to have any feminist qualities, but when you look at what is available to females – especially self-employed females – we get a preference. From SBA to government contracts, you get to be considered a minority diversity and you can offer tax benefits and credits to your clients for using your business that men don't. There's a lot of weight that comes with being a female entrepreneur, and I believe however you want to refer to it is fine.

KM: Do you think the opportunities available to men and women when launching their own business in 2022 are equal?
GS: Absolutely not. I think women are so far ahead of the game right now. A lot of it is for the reasons I just mentioned: having availability to get more points,

"It's really important for an entrepreneur – especially a female – to decipher who is really on their team, and who is not"

so to speak, when you're bidding on a contract. If you're wanting to apply for an SBA loan or funding – people don't realise that if you go to a bank to apply for funding, they get credit for lending to minority businesses. As a female entrepreneur, you're just that. It does put us in front of a male entrepreneur. And with the environment created by the pandemic with the different kinds of funding available, it's easier now than ever to become an entrepreneur.

That doesn't mean you're going to be good at it. Just because there's a low cost to entry, doesn't mean you're suited for it. But I definitely think that women have a head start right now. Particularly when you look at social media and the internet right now; have you seen the number of businesses that have launched online? There are teenagers working from home that are making six figures right now.

KM: What have been the biggest challenges throughout your career, and how have you overcome them?

GS: I think two things when you ask that: learn to hear the voices, and understand. Not everybody has your best interest at heart. It's really important for an entrepreneur – especially a female – to decipher who is really on their team, and who is not.

When you listen, especially as a young entrepreneur, there are plenty of lessons to learn from the wrong people. Wise council is always huge. I suggest, for any female entrepreneur: find a mentor, or a mentor program. Try to find the bumps that other people have overcome and learn from their mistakes.

Secondly, if I could talk to my younger entrepreneurial self now: don't make a permanent decision based on a temporary circumstance. I think when we're self-employed we react and are very protective, and I think it's very important to be able to decipher emotion from fact. Make your business decisions based on fact.

> "I honestly don't get into a lot of the name-calling. I'm not a sensitive person in that way"

KM: Do you think there are particular industries more suited to female entrepreneurship, or is that an outdated view?

GS: It's absolutely outdated. Like I mentioned, I think that opportunity right now is everywhere. Females in general have a much greater opportunity for online businesses.

In my opinion, the industry that's hardest for female entrepreneurs to get into is global finance. I feel like there are still some areas that are considered 'a man's world', and that happens to be one of them. But there are still so many opportunities that are available, and it's a very fair landscape right now.

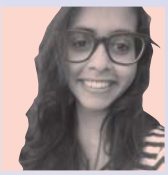


BUSINESS Woman
FEMALES IN FRANCHISING

IN CONVERSATION:
HOW SUCCESSFUL WOMEN DEAL WITH BURNOUT AND THEIR TOP SELF-CARE TIPS

Can you have it all? These boss women share how they prioritise themselves and avoid burnout

INTERVIEWS BY AMANDA PETERS



THE AUTHOR
Amanda Peters is a staff writer for *What Franchise* and *Global Franchise*

Being the boss, whether it is self-employment, a leadership role at a mega-brand or at the helm of your own company, the journey to success, although exhilarating, can be exhausting and sometimes lonely.

In our all-consuming lifestyle of "breaking the glass ceiling" and "climbing the ladder", self-care is an important yet often overlooked tool in the arsenal to avoid burning out before achieving our goals.

To bring the issue back into focus, nine highly accomplished women share how they prioritise themselves and try to overcome – or manage – their professional challenges.

PANEL OF BOSS LADIES:



EMILY PRICE, COO, British Franchise Association (EP)



DENISE HUTTON-GOSNEY, founder and managing director, Razzamataz Theatre Schools (DHG)



FARRAH ROSE, director of international development, The Franchising Centre (FR)



LOUISE HARRIS, principal, Franchise Projects (LH)



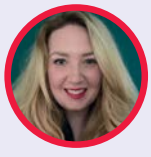
ANGIE COATES, founder and CEO, Monkey Music (AC)



VICKI MITMAN, franchise specialist solicitor, NMW Legal (VM)



MITALI CHOPRA, managing director, ActionCOACH London (MC)



JENINE BUTROID, CEO and founder, Supporting Minds (JB)



LUCY CAMPBELL, CEO, Right at Home (LC)

Q: What are your top self-care tips?

EP: Try and live life in the moment. It's easy to get stuck on autopilot ploughing through work, projects and life moments. This is an easy habit to get into, which can turn into really poor behaviour and before you know it everything is just a big old blur! Life is for living, not just existing! Stop, take stock, check in with yourself, listen to your body and really be present in every moment. I personally find the gym is a great mental retreat for me. I also love to cook – it's therapeutic and writing is a passion. Do things you enjoy.

DHG: As a former dancer, fitness and exercise is still incredibly important to me. I get to the gym or go for a spin on my Peloton. Self-care for me is getting out in the fresh air and going for a walk to enjoy the views.

AC: I am very fortunate to have five daughters who don't hold back from telling me if I look dreadful or act a bit grumpy! Stress is the most negative influence on our behaviour and wellbeing, and so I do try to make sure I don't get overly stressed for too much of the time. I do this by trying to do some of the things that are important to me whenever I can like going to a concert or the theatre, or playing the piano. This keeps me mentally stimulated so that I feel mentally alive and creative at work.

VM: Walking for an hour every day; getting seven-to-eight hours of sleep, actual sleep, not just time in bed; spending time with people you love and people who make you laugh – and drinking plenty of water.

MC:

- **Setting boundaries:** Having a start-stop boundary for the workday is essential, more so when most of your work is online
- **Exercise:** Starting the day with yoga and daily walks in the park keeps me sane and fresh
- **Switching off:** Very often, I end the day by sliding into my massage chair
- **Treating myself:** I treat myself to good food every now and then. I never eat alone so all my catch-up meetings are at a nice restaurant. I am a foodie and it's my stress buster.



JB: Being real, burnout is inevitable. It's important to be resilient. Re-evaluate your life frequently – making sure you're following your life's values and goals. Self-awareness, building a supportive network, recognising your own limitations, and asking for help are the columns for self-care. It is imperative to show kindness and compassion towards yourself – forgive yourself for dropping or forgetting things.

LH: There is no one-size fits all for self-care. I spend time alone in my head and things generally work themselves through. What I have learned is that you need to find the things that work for you and never allow yourself to feel bad about what you do. My guilty pleasure is doing jigsaw puzzles – and people mock me for it. My top tip is to do what makes you feel good and let others follow trends or fashion – be happy in your choices provided they are good for you and not harming others. I suffered from chronic depression in my late 20s and was given some brilliant coping strategies around self-care – mainly sleep, self-talk and open discussion.

FR: While I always knew that nothing worth having was ever going to come to me easily, I quickly realised that I had to develop a different mindset if I was going to survive the long journey of seeing my kids grow up. For me, that started with adopting a reasonable fitness regime, especially walking, which I love, and making sure I had a good diet. However, my biggest lesson, and biggest piece of advice, is to always make sure you take the time to enjoy activities that nourish your soul.

Q: Do you suffer from imposter syndrome or feel isolated in your role? How do you overcome it?

EP: I'm not sure we would be human if we didn't experience at least a little doubt in our personal or professional lives at some stage. I know the little voice in my head can be really nasty to me! We have named that imposter syndrome voice 'the judge', and it's

"It's absolutely okay not to be okay"

- Emily Price, COO, British Franchise Association

my job to ensure I keep the judge in check. It now talks to me in a much kinder way and is gradually becoming a little champion of its own – it's baby steps but that definitely helps my self-confidence.

DHG: I left school and went straight into dancing professionally, so initially, I believed that not having a business degree made me less able to do my job. But the great thing about having a franchise network is that I'm constantly attending training sessions with my franchisees and have been doing this for more than 20 years. I know it is not about having degrees or qualifications, experience and being a learner for life are so much more important. Starting a business can feel very isolating and I would say to others, surround yourself with other people in a similar position to you.

VM: I spent time developing my personal confidence and resilience. I worked with a coach who helped me to challenge unhelpful thinking and reframe my thoughts.

LC: Over the years my confidence in my ability has grown and I've been fortunate enough to have that reinforced by recognition and support from the fantastic team and network I have around me. One important lesson I have learnt is to surround yourself with the best people, who share your values – their positive energy is infectious and is really important to maintain a healthy outlook!

MC: I am my biggest critic and while it helps in pushing myself to achieve goals, sometimes this constant higher expectation of myself is exhausting. I try to convert my inner critic to be my inner cheerleader to overcome this feeling. Also, I keep a "win log" and refer to it to overcome self-doubt and gain confidence.

JB: By connecting with like-minded people, you can find your tribe and that will awaken your healing. If you're having strong feelings and feel alone with them, remember we all experience these emotions at some point and there's nothing to be ashamed or embarrassed by.

LH: There have been occasions when imposter syndrome has taken over my world. I travelled a lot internationally in my early business life and often felt very isolated – both physically and emotionally. There was no internet then and picking up the hotel phone was the way to financial ruin! I just had to get on with my life, hoping that I was doing the right thing by the company and those around me. It reflected in my relationships, and I made some poor choices. I realise now how damaging it was and am glad to have put things in place, as I got more confident to say no, that have stopped this. Whilst reading about inspirational people is great, I do what I do in my small part of business and am the best I can be. I will never be all things to all people and once I remember that, and the success I have had and am having, I feel OK again.

FR: What I have learnt from experience is never to think about being better than someone else, but rather focus on being better than who you were yesterday. The moment we sit on our laurels and stop trying to be better is the moment we should hang up our boots and quit.

Q: How do you avoid burnout?

EP: Take a break! It's taken me years to realise that a holiday is not just about sun, sea, sand and scenic walks. I really do struggle to switch off sometimes and I find when I'm overdue a break, I don't just suffer at work but relationships across my life suffer too. We are no good to anyone if we are operating on empty!

DHG: Running a business can be all-consuming, especially in the early years. The truth is that although you must dedicate time to your business, you can't keep going without looking after yourself too. Sometimes you must make tough decisions about how to prioritise your time; I don't try and go to everything myself; I will often send a team member. Having a role with purpose is the best thing you can do to avoid burnout and if I'm ever feeling overwhelmed, I simply remember how much Razzamataz means to the thousands of children that come to our classes across the UK every week.

LC: I make sure I always have protected time in the calendar to spend with family and friends. Having little things to look forward to – even if they are weeks ahead – and having a team I can trust implicitly when I'm not there, helps me to switch off and regenerate my energy levels.

JB: Burnout is inevitable, but it isn't always crippling. Creating a self-care plan will lessen burnout; this, in turn, encourages and builds resilience to stress, forming strong pathways for future stress inducers. Listen to your body.

LH: I need variety in my world, and burnout for me comes when I just do the same thing every day. So, I plan for variety and my business gives me that. I'm also a big advocate for the early night. I would urge people who have time management issues to find a course and really focus on this. I'm not talking about pressure and deadlines – most of us work better under pressure. It's important to work within your capacity, diarising

"Burnout is inevitable, but it isn't always crippling"

- Jenine Butroid, CEO and founder, Supporting Minds

activities (including time out in a day) and, for me, writing lists!

FR: Burnout is not in my vocabulary! When you love what you do based on your purpose, as much as me, work is never a chore. However, I do, of course, have to be mindful of my age, and my physical and mental health, so I tend to switch off after 7pm if I can. I set myself goals every day, and while I may not always achieve them every time, I forgive myself for my mistakes and failures and move on.

Q: How do you achieve (try to achieve) a better work-life balance?

EP: I am blessed that I work with a fantastic team. One of the things important to me is that I provide space for them to grow and therefore, enabling me to operate more strategically as opposed to being tangled in every detail of the business. This transition from manager to executive was probably the hardest in my career and I'll be honest, there was no balance at all for a few years! I am an early bird, so I like to log on and start the day right.

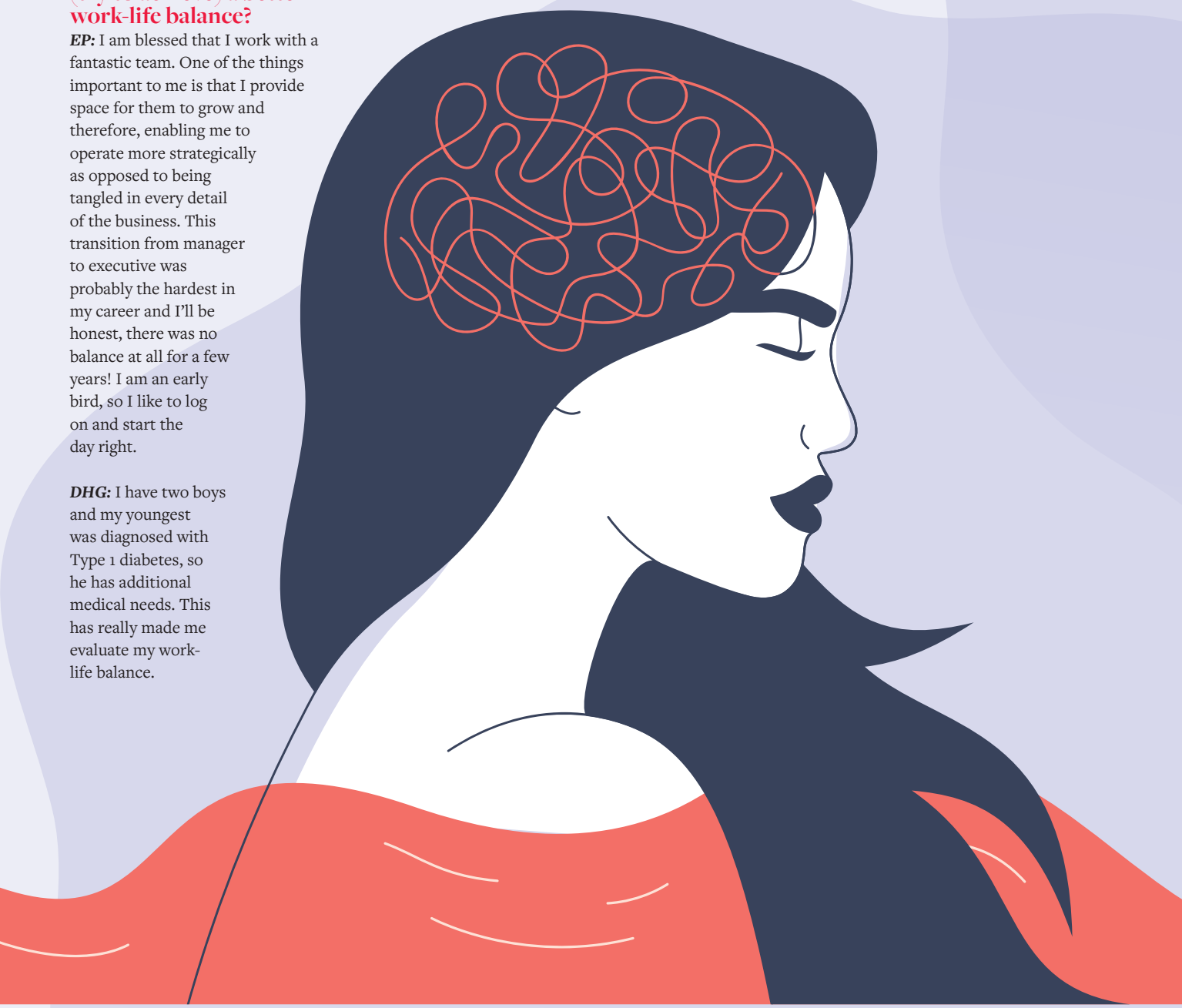
DHG: I have two boys and my youngest was diagnosed with Type 1 diabetes, so he has additional medical needs. This has really made me evaluate my work-life balance.

Running your own business means that some days you must work incredibly long hours. During the pandemic, it was constant to keep us all afloat. So, I accept that this is the case but when there are no pressing issues, I make sure to switch off and spend time with the family.

AC: Working and having a large family means that you have to be very clear about what you are hoping to achieve in the time available at work. If you have your own business,

"I know it really is not about having degrees or qualifications, experience and being a learner for life are so much more important"

- Denise Hutton-Gosney, founder and managing director, Razzamataz Theatre Schools



it's not possible to never be at work but the thing to do is to accept that it's fine not to always be "doing the work" but that you are always going to be "thinking it".

MC:
- By setting clear boundaries
- Being super productive and minimising time wasters. I am tied to my calendar and plan a week and a day in advance
- Believing in choices versus constraints. For example, being at home when my child comes back from school is my choice and not a constraint. Therefore, I adjust my work timings so that I am there to see him when he is back, have a conversation with him and serve him food. It's our bonding time!

JB: You can manage your work-life balance by being realistic. For example, more hours at work one week can mean you get more hours at home the next week. The balance can become uneven but this always subsides as life ebbs and flows. If in doubt, re-evaluate and plan moving forward. Change doesn't have to be negative.

LH: I moved away from employment and into self-employment. I work as hard but in the time frame and manner that I want to. I think that the concept of work-life balance has become slightly corrupt. I often speak to people seeking to buy a franchise so that they can have a "better work-life balance". When I push them on what that means, sadly for many, it simply means they want to reduce their hours and spend more time with their family/friends/ pets. This is unrealistic when you start out on your own. You won't necessarily have more time – you'll just be able to be more flexible. I think it should be called work-life flexibility. Something important to me is doing things for others and I do this through small acts of kindness, volunteering where I can, supporting charity events and looking after anyone I know who is in trouble. That brings me balance.

FR: Since the pandemic, my lifestyle has changed significantly. Having been to 71 countries, I used to jump on a plane at the drop of a hat but now I only travel when it is absolutely essential. I block time to spend with my kids in London and we have a lot of fun. I also take time for charity work, arrange weekends away on my own to reconnect with nature or visit friends to remind myself what it is like to laugh and just be present.

Q: What do you want others to know about overcoming or managing struggles?

EP: Surround yourself with positive and supportive people. Build a tribe that is not only there for the good times but can help lift you during the bad. It's absolutely okay, not to be okay. There are many supportive organisations, programmes and coaches available, depending on the challenge you may be facing but I find the first port of call may be to simply talk it out to get to the root of why something may be feeling difficult. The root cause is not always what you expect.

DHG: If you are feeling overwhelmed or need support, then you must reach out and ask for help because most people have been in this situation at one time or another. People that appear to be successful will have gone through difficult times, so it is nothing to be ashamed of or to hide.

AC: Stay true to yourself. Trust your own judgement. Get help and pay for expert advice when important decisions need to be made.

VM: There isn't a right or wrong way to do something – but you need to consider what is important to you and how you can live your life and career in a way that suits you. Also, I would recommend celebrating every win – no matter how small it may seem, each step along the way deserves a celebration!

LC: Leading a business will always bring challenges and nobody gets it right 100 per cent of the time. My top tips would be 1) to understand what you can / can't control, 2) to prepare for at least one challenge per quarter 3) to continuously invest in your own development, and 4) to make sure you go about things the right way, and for the right reasons. That way, there may be tough decisions to take but you will always go to sleep at night knowing that you've done your best and treated people fairly.

MC: Choose joy! Don't wait for things to get easier, simpler, better. Life will always be complicated,

"Embrace your unique skills as a woman, and do not try to disown them to be like a male"

- Farrah Rose, director of international development, The Franchising Centre



so learn to be happy right now, otherwise, you will run out of time.

LH: I was told as a young person to "get around good people" and didn't really get it until I wasn't around good people! Sometimes just having a chat with someone will set you straight. It's not necessary to be the person who is always on their game. I find that just raising an issue is invaluable.

FR: Remind yourself that no one is perfect. We all make mistakes. Failure is an opportunity to do something differently and learn from the experience. Nothing lasts forever, so don't reprimand yourself or berate yourself too much. Find the real purpose in your life and set yourself realistic goals. Learn to say no to those who attempt to cross your clear boundaries and learn to say yes to opportunities that come your way. Embrace your unique skills as a woman, and do not try to disown them to be like a male colleague. Never be afraid to reach out to those you trust. If all else fails, have a small glass of wine, or a tub of ice cream, watch a light movie and remember, tomorrow is another day, full of new opportunities and you are now one day wiser.

How to protect your brand

Covering confidentiality in a franchise agreement is both complex and crucial to get right, but Kate Matthews, partner at Boddy Matthews Solicitors, has some valuable legal advice

WORDS BY KATE MATTHEWS



THE AUTHOR

Kate Matthews is a partner at Boddy Matthews Solicitors. Call 01737 339820 or email kate@boddymatthews.com

In any franchise, brand protection is key. Therefore, the objective of any well-drafted franchise agreement is to place obligations on all parties to maintain such protection. After all, the franchisor has worked hard to establish a proven franchise model to licence to its franchisees, while protecting its valuable trade secrets, registered and unregistered intellectual property rights, and goodwill.

The purpose of putting in place such protection is to prevent the disclosure of such secrets of success to competitors. The key to any successful franchise model is based on the sharing and exchange of sensitive and confidential information and data for its use for the benefit of the franchise brand, while withholding it from third parties.



Define the scope

The scope of what confidential information is to be protected should be clear in the franchise agreement. First, it's important to consider what confidential information or data means in the context of your brand and the industry in which it operates.

It can cover any confidential information and data (whether oral, electronic or in writing) relating to proprietary, technical, development, marketing, sales, operations, performance, costing, pricing, business processes, designs, ideas, concepts, inventions, technical know-how, and software as well as business relationships with employees, customers, suppliers and other third parties in the ordinary course of the franchise business.

Out of the public domain

The information or data must not be in the public domain in order for it to be confidential. However, the way in which information is communicated or packaged, even if individual elements are in the public domain, may make it confidential. It's therefore important to ensure, when evaluating the definition of confidential information, that it remains applicable and current.

5 steps to protect your franchise brand

1. Ensure the definition of confidential information is clear and doesn't exceed the purpose
2. Understand where confidential information may be found, such as the manual, systems, control, processes
3. Ensure all parties understand when they are handling confidential information and what they should do with it
4. Check if the franchise business requires a longer period of time following termination of any relationship to protect the confidential information
5. Ensure confidential information is protected in the hands of third parties where necessary for the franchise business and ask for the undertaking of non-disclosure clauses with similar confidentiality obligations.



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Raman Bopari
Mum of three who dreaded returning to work



Hema Caullychurn
Increasingly keen to take control of her career



Johana Cadena
Wanted to build a better future for her family

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Developing a strong mindset to overcome the challenges of business

Tips on how to thrive in business, from having a trusty confidante to systemising your company

WORDS BY JULIE WAGSTAFF



THE AUTHOR
Julie Wagstaff is the UK co-founder of ActionCOACH

Have you heard the saying 'It can be lonely at the top'? When it comes to being at the top in business, it certainly can be lonely and, even when you're part of a franchise network, there are still challenges you'll face. Developing a strong mindset to overcome these challenges is essential. So how can you do this? Where do you start?

Let's first think about what challenges you might face as a business owner. Dealing with sales objections is an obvious one or when a supplier says no to a delivery deadline. Do you struggle emotionally when a valuable team member hands in their notice? How do you strengthen your mindset against these types of scenarios and more?

There's no doubt that if you have a solid grasp of your business operating systems and trust in the team surrounding you, it makes it much easier to handle the challenges that will inevitably come your way as a business owner. If you are part of a franchise, you're most likely to be one step ahead of the competition as your franchisor will offer you proven systems and a support team to turn to when issues arise. For me, the next step is to be secure in your vision for your business.

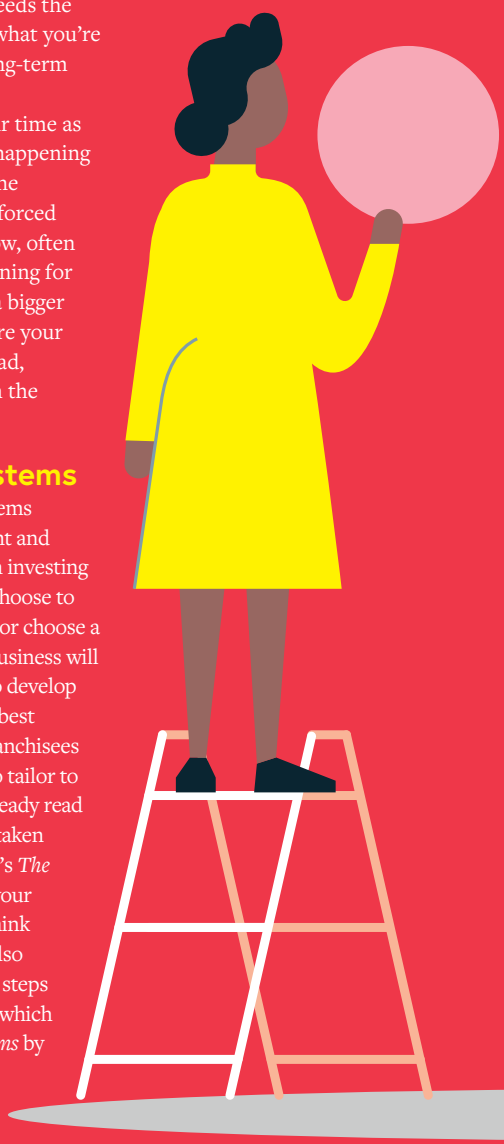
Of course, if you're joining a franchise, it will have its own overarching vision, mission and values but there has to be something that is personal to you within that vision too. For instance, at ActionCOACH our vision is to create world abundance through business re-education. But for many of our franchise partners, that is refined to an impact that starts closer to home in the communities where they live. That vision then feeds the direction of your business, what you're setting out to do and the long-term strategies to get you there.

You see, if we focus all our time as business owners on what's happening right now, we lose sight of the bigger picture. Our mind is forced to deal with the here and now, often firefighting rather than planning for the future. When you have a bigger goal in mind, you can prepare your mind for the challenges ahead, making it easier to deal with the issues in the now.

Importance of systems

I mentioned how having systems in your business are important and something you will find when investing in a franchise. Whether you choose to start a business from scratch or choose a franchise, systemising your business will give you a solid foundation to develop a resilient mindset. Even the best franchise models will have franchisees adding more systemisation to tailor to their needs. If you haven't already read it, look at the journey you're taken through in Michael E. Gerber's *The E-Myth;* how by systemising your business you can be free to think like a true entrepreneur. I'd also recommend reading the nine steps to systemising your business which are contained in *Instant Systems* by Brad Sugars.

When you're confident that your business can run like clockwork, you free yourself from the daily grind to have the time and energy to deal with one-off difficult situations or tackle recurring issues once



and for all. Your mind has less to deal with and your mindset is rejuvenated.

There's one more really big thing that is evident when we first start coaching business owners – emotion drives poor decision-making. You need to make decisions on what the data in your business tells you rather than on a gut feeling or because you consider the business your baby. You must train your mindset as the business leader who gives a considered response, not just a quick-fire reaction. Developing this mindset is so much easier when you have your business data at your fingertips, and you have clear objectives set on that data. What is an acceptable level of staff costs versus your turnover? How many new business leads do you need for one to convert into a paying client? You can still be passionate about your business, but you need to take the emotion out of decision-making.



Collaboration is key

Talking about emotion brings me right back to the start. Being a business owner can be lonely and having a trusted partner, mentor or coach can really help keep a strong mindset. When challenges arise, talk with them about what you have actually gained from the situation – what have you learned? This is all about developing a 'gain mentality'. It's important because it contributes to a growth mindset which naturally leads to growth in your business.

"If we focus all our time as business owners on what's happening right now, we lose sight of the bigger picture"

Having that person or mastermind group (read *Think and Grow Rich* by Napoleon Hill for more information on mastermind groups) to turn to when times are tough will keep you accountable but also lead you to formulating solutions. When you have that support, it's easier to keep a strong mindset that isn't so easily affected when one of your team hands in their notice, you lose a client or your supply chain breaks. You have the power to calmly assess the situation, respond with a solution and communicate with your stakeholders.

What you'll find as a result is the people who surround you in your business will feel secure in you as a leader. The more people you have in your business who wish to emulate this strong mindset will leave you with a dramatically different work environment with an incredible opportunity to thrive. Both professional and personal satisfaction increases and those challenges you dreaded just don't hold the same weight you once thought.

5 tips for a strong mindset:

1. **Evaluate the systems in your business**
2. **Analyse the data in your business**
3. **Set clear objectives to keep you focused**
4. **Take the emotion out of decision making**
5. **Talk with a trusted partner**

What could franchising offer you?

Take advantage of this proven business model and build your own career

WORDS BY JANE MASIH



THE AUTHOR
Jane Masih is managing director at Owen White Solicitors, and can be contacted at jane.masih@owen-white.com.
owenwhite.com

Franchising in the U.K. has an impressive track record of creating profitable businesses across a diverse range of industry sectors. For a business looking to expand it can offer the opportunity to establish a national network of franchise owners operating under common brand.

One of the cornerstones of a franchise is the right for all of the franchisees to trade uniformly under the franchisor's brand name and corporate image. The licence of the franchisor's intellectual property must be dealt with in a well-drafted franchise agreement if the franchisor is to retain control and be able to regulate the brand's future use.

In return for the right to distribute the chosen product or service using the franchisor's "system", the franchisees are required to pay an initial franchise fee, together with ongoing fees, usually described as management or continuing fees calculated either as a percentage of the franchisee's gross turnover or a fixed fee.

The initial fee is paid by the new franchisee in return for training and support in launching the new business. The management or continuing fees are paid in consideration of the provision by the franchisor of continuing support, training and advice throughout the term of the franchise agreement.

In addition, the franchisor will usually charge an advertising fee, which is then used by the franchisor to promote the brand through regional and national advertising for the benefit of the whole network.

Generating substantial revenue

Properly structured, the franchise model can generate substantial revenue for the franchisor, while offering franchisees a proven formula to operate their own independent business under the licence granted by the franchisor.

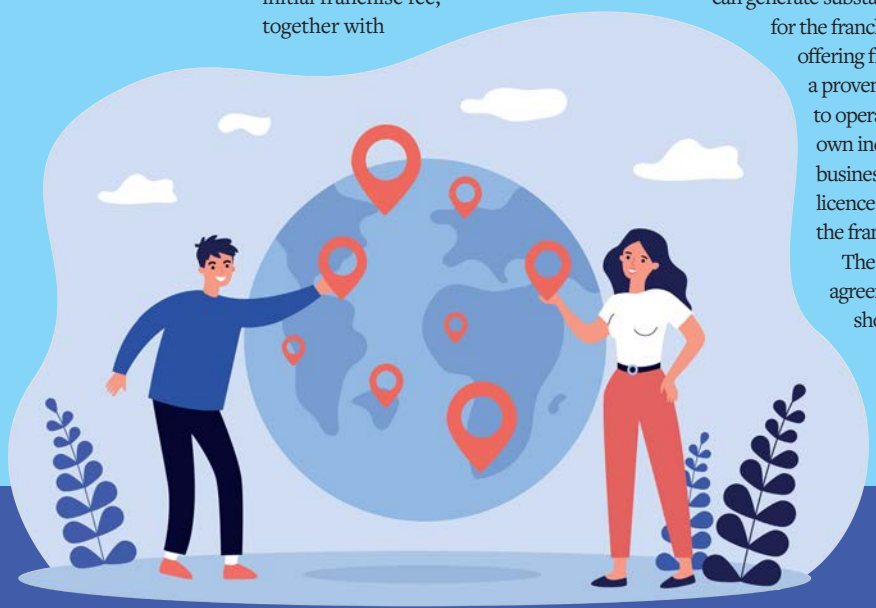
The franchise agreement should set out clearly the responsibilities and obligations of both parties, while protecting the franchisor's business system from abuse, both during and after the term of the franchise agreement.

The prospective business owner considering investing in a franchise must accept that although franchisees remain independent legal entities, distinct from the franchisor, the franchisee is required to observe the rules and regulations of the franchise business model, as set out in the franchise agreement and manual.

A franchise agreement has features that distinguish it from other forms of distribution agreements. The licence to use the franchisor's brand enables all outlets to operate under a common name and brand.

A franchise agreement is not a form of employment contract and this enables the franchisor to control the franchisee's activities once the agreement has come to an end in a way that an employee may otherwise argue is an unfair restraint of trade. The scope of the post-termination restrictions is an area where advice should be taken as if the scope is too wide it runs the risk of being held unenforceable.

Owen White solicitors have been involved in advising both franchisors and franchisees since the 1970's. We are recognised as one of the leading firms involved in franchising in the U.K. We advise companies considering expanding their business through franchising as well as individuals considering acquiring a franchise as their first step into business ownership.



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20 FEMALE-CENTRIC FRANCHISE BRANDS

20 franchise brands that have put women at the forefront, and have exemplified everything that today's entrepreneurs look for when it comes to inclusivity and equality

Business Woman
20
FEMALE-CENTRIC FRANCHISE BRANDS



Franchises putting females at the forefront

Join us in celebrating the brands that are not only purpose-built for female entrepreneurship, but live and breathe it through their operations and track records

The idea of a 'female-centric' brand can appear quite abstract, but that's because franchise businesses support women in such a variety of meaningful ways. Whether that's promoting women to key leadership positions within the brand, or actively recruiting female franchisees, there are numerous reasons that a brand can be seen as one that supports women.

For the purposes of this list, the team behind *Business Woman* have spoken with a wide selection of franchise brands to bring together a list of 20 that we've identified as female-centric. For some, such as FASTSIGNS, this is because it has filled the majority of its director positions with women; including its CEO, Catherine Monson.

For others, such as Pink Spaghetti, this is because it has steadily built a network of more than 60 franchisees across the UK – all of whom are female. In fact, from the outset, Pink Spaghetti has been all about empowering women to set up their own business; exactly the kind of motivation that we're looking for with this list.

This list is in no particular order, and instead celebrates all of these brands for their unfaltering support of women in business.

THE CREATION STATION



"Empowering women in franchising and supporting their success is at the heart of The Creation Station franchise," says Sarah Cressall, founder and managing director of the kids arts and crafts classes brand. "I developed and continue to lead The Creation Station franchise to support women, who like me, want to be there to support their family and also want to add value to others and run their own successful and rewarding business."

This is done by offering a franchise business model that is flexible with the scope to scale at a rate and pace that works for each individual franchise partner. The Creation Station understands that different time commitments vary during different stages of life, therefore the business model reflects this and offers a structured support programme, with activities planned around the franchisee's personal priorities.

Kayleigh Webb, who runs The Creation Station in Bracknell, said: "Joining The Creation Station team has been one of the best decisions I have ever made for myself and my family. The Creation Station allows me to spend time with my two young children and watch them grow while I inspire the young people I meet with inspirational, fun, creative and educational lessons."



GET AHEAD VA

At the time of writing, every single one of Get Ahead VA's 10-franchisee strong network is female. The business is led by founder and director, Rebecca Newenham, who personally mentors all franchisees and attends exhibitions with them where possible to bring added support.

This exclusively female franchise was also inspired by a woman, Rebecca's mother, who ran a successful tutorial agency while Rebecca was young. Rebecca grew up wanting to run her own business flexibly around her family, just like her mother did.

Rebecca's strong passion for this ethos has gained the business its fair share of admirers and accolades, with Get Ahead VA winning a British Franchise Award for Franchise Balance in 2021, which recognises the franchise's flexible nature. Rebecca has also won Southern Business Woman of the Year at the National Business Womens' Awards.

"I looked at other opportunities, but this one stood out," says Louise Young, a Get Ahead VA franchisee. "Rebecca clearly offers good support to franchisees and as the business has been going for 10 years, it already has credibility."

"I am passionate about the role of women in the workplace and the value of flexible working," says Rebecca.

LINGOTOT



Angela Sterling first established Lingotot in 2010, just after the birth of her first daughter, who was quickly followed by a second. Prior to founding Lingotot, Angela had a long and successful career as a modern foreign languages teacher, which was something she didn't want to give up. Creating Lingotot provided the perfect solution: Angela could continue teaching, but on a schedule that suited her lifestyle and family commitments.

The brand was franchised in 2011 and has been offering life-changing opportunities for other women in the same position ever since. All of the Lingotot franchisees work on a part-time basis – they choose how many hours a week they wish to work and whether they will hire tutors or not.

Once a franchisee joins the network – which is primarily women, with Lingotot welcoming its first male franchisee this year – they undergo a three-day training weekend, which digs into the fundemanetals of how they are going to launch and run their business in their area. Children, partners and pets are welcome at the training, as the founder recognises how difficult finding childcare can be.

"The basis of my franchise emerged when I was confronted with the same dilemma many women face when they have children: what to do with my career," says Angela. "Franchising empowers women to continue to follow their dream careers around their own schedule and family lives."

GUARDIAN ANGEL CARERS



With a female founder, 80 per cent female senior leadership team, and almost 50 per cent women franchisees, Guardian Angel Carers is a strong example of a business that is empowering women and allowing them to use their talents to drive success.

Founder and CEO Christina Handasyde Dick is a double Olympic and world champion sailor turned entrepreneur who is passionate about driving improvement and change in the care sector. "We believe in supporting and developing colleagues and franchisees regardless of gender," she explains. "It just so happens that this approach has helped us attract a wealth of female talent across the business and is an approach that is very appealing to all our franchisees."

Guardian Angel Carers prides itself on a working environment that is supportive and flexible for all. Recognising the difficulties pet owners face when working full time, dogs are often keeping the team company in the office. Children and family members are invited to join in on many company events such as Christmas parties. Flexible working is standard, allowing everyone – especially parents of young children or those with other care responsibilities – to work around their commitments.

"Having been the only woman at board level in many of my previous roles, it's refreshing to work for a business that recognises, nurtures and encourages talent, regardless of gender," says Sarah Harris, head of marketing.



BUSYLIZZY

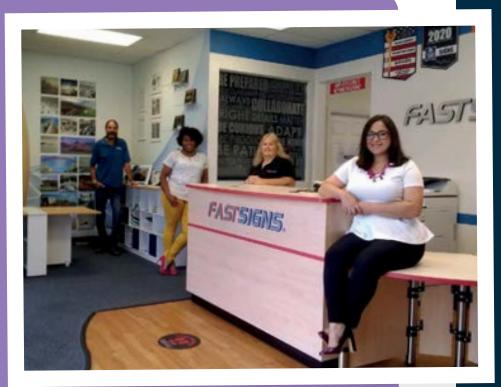
Busylizzy was founded back in 2011 when school friends Julie Clabby and Sarah Batterbury – who are both mums with backgrounds in the leisure and legal industries – spotted a gap in the market for a fresh way of booking and attending pregnancy and postnatal exercise classes.

Fast-forward to 2014, and the duo franchised the business with the mission to enable mums to find a new, flexible career that works around a young family. The 14-franchise-strong network is exclusively female – and all bar of one of the franchisees have been mums.

The business's operational model is designed to encourage women into business and offers them the ability to run their own business around family commitments. Busylizzy has fully secure websites that work with databases to process new memberships and automate future payments, making the day-to-day business easier to manage.

"Giving women the opportunity to get involved in the franchise field is something we are extremely passionate about," says Julie. "Busylizzy is a huge cheerleader for women in business. The whole concept of the Busylizzy brand is to encourage the physical and mental wellbeing of mums and mums to be – keeping them active and helping them to get out to classes, make friends and spend quality time with their bump or babies."

FASTSIGNS



For signage and communications brand FASTSIGNS, female empowerment comes from the top-down. 10 of its 17 director positions are filled by women, for example, and two of its executive board are female.

Catherine Monson, the CEO of FASTSIGNS International, Inc., is also a strong advocate for women in franchising and is, herself, a shining example of leading the charge on ethical franchising across the board. She is also chair of the International Franchise Association; a role in which she fought in the corner of franchising during the toughest period that the industry had ever seen.

"Every company and organisation has a diverse set of customers and prospects. Having diversity in leadership, including diversity gender, ethnicity and diversity of thought will more likely lead to greater success for the organization," says Catherine Monson.

"And, soft skills and emotional intelligence come a bit more naturally to women; a study by the global consulting firm Hay Group found that women outperform men in 11 of 12 key emotional intelligence competencies. In addition, people who differ from one another in gender, ethnicity, or other identities bring a diversity of perspectives and views to an organization, which enhances creativity and evaluates challenges and situations more thoroughly. This leads to better decision-making and greater success for the organisation."

PINK SPAGHETTI

Pink Spaghetti offers virtual assistant services to other businesses, and in doing so, has steadily grown to over 60 franchisees throughout the UK – all of whom are female. From the outset, the brand has been all about empowering women to set up their own business; one that enables flexible working to fit the Pink Spaghetti operation around life's other commitments.

"As female entrepreneurs ourselves, our mission has always been to empower women in business by providing an alternative way to develop their career," says Vicky Matthews, co-founder of Pink Spaghetti. "Flexible working forms the basis of this mission and we believe the world is slowly but surely changing to embrace this."

In order to support its female franchisee network, Pink Spaghetti provides 80 hours of initial training to all new recruits, as well as a number of development programs. These cover everything a new owner would need to know; from networking skills, marketing, branding, and employing.

"The theme for International Women's Day 2022 is a gender equal world – a world where difference is celebrated in forging equality for women. This for us sums up exactly what we are trying to achieve at Pink Spaghetti and we hope in our own way, we are helping to drive this change," says Matthews.

> "As female entrepreneurs ourselves, our mission has always been to empower women in business"



HELEN DORON EDUCATIONAL GROUP

Founded by the titular Helen Doron back in 1985, Helen Doron Educational Group has been having an instrumental impact in the children's education space for almost 40 years.

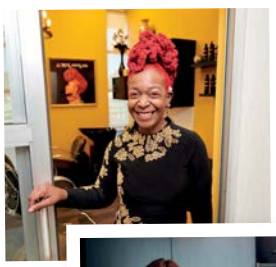
The English-as-a-foreign-language concept has a variety of investment models and even brands to allow franchisees of all sizes to get involved. And while education isn't strictly a feminine space, the brand has certainly attracted its fair share of female entrepreneurs: 75 per cent of its top management are female, 70 per cent of its master franchisees are women, and of the 1,200 learning centres open around the world, 90 per cent are owned by women.

"I'm very proud of being a part of so many women's success stories. I think it's a win-win situation and, while our male master franchisees are equally successful, women possess important traits that make their businesses flourish," says Helen Doron.

"Firstly, women excel at multitasking, a vital tool for running any efficient business. Women also seem to be more intuitive than men or at least more willing to listen to their inner voices.

"Women also tend to be more patient and open to sharing their knowledge with work colleagues, thus expanding and reinforcing their networking system."

MY SALON SUITE





Founders Ken and Alanna McAllister first created MY SALON Suite when their youngest daughter entered high school. It was a way for Alanna to get back into the business world, and was also a way for her to go about revolutionising the salon industry.

The couples' vision soon grew, and today, MY SALON Suite has grown from two locations in Louisiana, to over 200 sites across the US and Canada. And today, the brand allows more than 5,000 members – 89 per cent of whom are female – to have the freedom to become their own salon entrepreneurs.

"Our success is all because of the hard work put in by our franchisees and members at MY SALON Suite," said Stacy Eley, the chief operations officer of Suite Management Franchising. "With a large majority of our members being women, empowering them to accomplish their goals as small business owners is what we focus on every day. Giving them the tools and support they need to grow their earnings and grow their lives."

As well as a large proportion of female members within the MY SALON Suite locations, 46 per cent of the brand's franchise agreements involve women; with many franchisees consisting of husband/wife teams.

> "Our success is all because of the hard work put in by our franchisees and members"

HOUSE OF COLOUR USA

With over 120 franchises – all owned and operated by women – and franchise opportunities in all 50 states, House of Colour USA gives entrepreneurs an opportunity to join an evolving brand that has been in business for over 35 years. Franchise owners offer personalised colour and style appointments in which they use advanced proprietary techniques from the scientific theory of colour to help clients discover their power colours and styles.

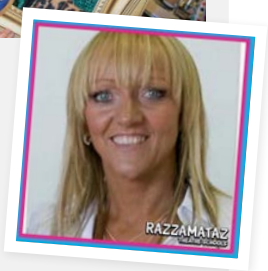
Franchisees meet a group of women at training that they bond with tightly and stay in touch with on a weekly basis going forward to share strategic ideas.

"Empowering women to own their own franchise at House of Colour is so fulfilling," says Kimberly Mayhew, House of Colour's US managing director. "To hear their success stories of growth and progress is inspirational. Knowing they are setting an example for others, that becoming a successful franchise owner is possible, brings a smile to my face."

Coming from a wide range of careers, from corporate roles to home-based businesses, each House of Colour franchisee tells similar stories about loving the freedom to set their own hours and schedule. The flexibility with owning their own franchise allows them to prioritise their family and their lives while also allowing them to have a fulfilled career.

RAZZAMATAZ THEATRE SCHOOLS





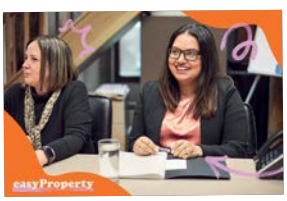
The flexibility of a Razzamataz franchise and the ability to have all school holidays off to spend with children, make this franchise an appealing option for parents and women in general. The network mainly features female franchisees and a predominately female head office, led by MD and founder Denise Hutton-Gosney.

Razzamataz appeals to women who are committed to the development and physical and mental health of children as it was created with a simple dream: to make performing arts available to all young people no matter their background or circumstances.

Denise is also a mum to two children, one of whom has additional medical needs with Type 1 diabetes. This means that the business must be able to work around her lifestyle and this has been extended to all franchisees. "I can help other working parents find that live-work balance," says Denise. "Some of our franchisees have children that have complex additional needs, so the flexibility that we offer is vital for them to maintain a career without compromising their family time."

Launched in 2018, Razzamataz Early Years was created to cater to the demand for people wanting to work in the children's performing arts industry but did not have the relevant experience. This became an opportunity that was particularly popular with new mothers who wanted to get back into work but needed to focus on their young family too.

"We have an ethos that family comes first which gives women the confidence that we understand the importance of balancing lifestyle with business. Many women in our head office have been with us for many years and we have supported their career growth with training and opportunities. This not only gives them satisfaction and financial gain, but it is hugely beneficial to the growth of our network because we can recruit internally. Women starting out with us can see other women in senior roles and have something to aspire to," says Denise.



EASYPROPERTY

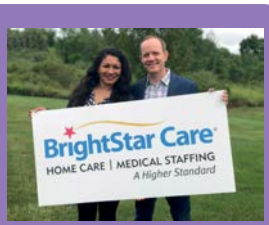
easyProperty empowers women from all backgrounds and walks of life to grow, thrive, and succeed. From its internal team to franchisees, women have a strong presence within the brand.

easyProperty CEO, David Brierley, and co-director, Maryanne Brierley, are at the heart of the brand and feel strongly about enabling women to build a business where they call the shots.

A recent collaboration with business coach, Jo Bourne, also helped strengthen the brand's voice to inspire women in business.

easyProperty franchisee, Shamaila Farooq, who began her entrepreneurial adventure back in February 2021, has seen her business take off. As a mum of four, Shamaila feels that building her own franchise has given her the flexibility to manage home life and work in a way that works for her.

BRIGHTSTAR CARE



BrightStar Care's founder and CEO, Shelly Sun, first conceptualised the franchise opportunity when she couldn't find suitable, in-home care for her own family. Now, 20 years on, the caring brand has grown to bring on a number of new franchisees for its North American portfolio – with 129 female owners making up a large chunk of its total network.

As well as having a female founder, BrightStar Care's c-suite is backed by female creativity and innovation. The brand's vice president of marketing, Teresa Celmer, and its chief legal and government relations officer, Cheryl Stanton, both work alongside Shelly to ensure that home care is included as part of the definition for overall health care. And in doing so, the brand employs more than 16,000 caregivers and 5,700 nurses – many of whom are women.

DOGTOPIA



To thrive in the dog industry, "must love dogs" is usually one of the first requirements, and Dogtopia allows 'dog moms' to take their love of dogs to new heights by becoming a franchisee.

"The business was started by a dog mom, and we will continue to focus on the dog mom in all aspects of the business," says Neil Gill, CEO and president of Dogtopia.

Dogtopia currently operates 183 locations across North America of which 46 per cent are owned by female franchisees and over the last few years it has seen significant female representation across leadership roles within its daycare centres:

- General manager – 77 per cent female
- Pet parent relationship manager – 87.5 per cent female
- Operations manager – 60 per cent female

There are also two women on Dogtopia's leadership team and a female sits on its board of directors. The Dogtopia Foundation is also led by a woman, not to mention that its subject matter experts are a 100 per cent female team.

Dogtopia understands that the special bond between a mother and her four-legged child enriches both of their lives in countless ways. "I wouldn't be a franchisee today if it weren't for my dogs! First, I was a Dogtopia customer in Alexandria, Va. Then we moved to Seattle and realised they desperately needed a Dogtopia – and there wasn't one in the area. I was accustomed to the Dogtopia way of doing things and couldn't find a suitable substitute. So, we opened one!" says Allison Rau, owner-operator of Dogtopia of Redmond in Seattle, WA.

STAGECOACH PERFORMING ARTS

The fundamentals of franchising are based on community and skill sharing, and this is highly encouraged at Stagecoach. It is especially evident in the way the brand communicates, even at the enquiry stage. "Because we value varied experience and offer comprehensive training, this ensures our model appeals to a wider demographic," says Dijana Radišević, head of marketing for Stagecoach. And the brand's high female representation is proof of this:

- Approximately 83 per cent of franchisees are female
- 50 per cent of the board is female
- Almost two-thirds of the support office is female.

"When it comes to females in franchising, our format is well-suited to those looking to run their own profitable business alongside other personal responsibilities – for instance, raising a family or continuing with a part-time career," explains Dijana.

"As part of our commitment to empowering women, we put a wide range of strategies in place to ensure our model suits the lifestyle of busy, working parents."



PUDDLE DUCKS



The baby and child swim school was established by Jo Stone and Tracy Townsend in 2002, when the pair met at an antenatal class and bonded over their love for water and taking their daughters to swimming classes. They wanted to help children develop a passion for swimming and water safety, and Puddle Ducks was born as a result.

Puddle Ducks has grown strongly since it began franchising in 2005, and now reaches over 24,000 little swimmers ever week, with 33 franchise offices covering 50 markets across the UK. The pair have welcomed many female franchisees and married couples into the system who greatly enjoy the flexibility that comes with the business, as well as the turnover and growth opportunities.

"We are proud to have a large number of female franchisees, alongside a number of couples across our franchise network. But it is the perfect opportunity for anyone who has a passion for the water and a desire to help children learn to swim," says Stone, co-founder and managing director of Puddle Ducks.

"It is great, as a business launched by two women, to have so many other women and couples who have channelled their passion for swimming and childhood development into their Puddle Ducks businesses. We understand their journeys as we have been through it ourselves, and recognise the importance of strong franchise support, guiding them through the many aspects of running their own businesses."

Puddle Ducks is in a strong position, and more profitable than ever before.



FUN FEST HOLIDAY CLUB

Fun Fest is a unique franchise proposition that focuses on the childcare holiday market, and offers women a great way to earn some extra income without impacting family life or a regular job.

But it's not just holidays that franchisees can offer; there are multiple revenue streams available. With the low-cost base, franchisees can offer birthday parties, before and after school clubs as well as holidays. This makes Fun Fest a truly flexible franchise offering, that can be tailored around the life of the new franchisee.

Helen Wilson had made a career out of entertainment and travel, but settled down as the manager of Fun Fest Hartford in 2018. She was convinced by the concept and business model, and is now running Fun Fest Cheadle and Altrincham, with Northwich soon to follow. Wilson bought her first franchise while still working at her local sixth form college, and now employs a number of staff with her husband, Wes.

"I worked the summer as club manager at an established club and saw the potential to make it a continued success alongside my term time role," says Wilson.

The brand has drawn a number of women who want to fit additional work around their family lives.

"We have found that our franchise opportunities have particularly high appeal amongst women. I think this is due to the fact that they are fun, flexible and fit well around a family," says Sarah Beattie, managing director of Fun Fest Holiday Club.

OSCAR PET FOODS



The pet industry is attracting qualified women due its strong demand for quality communication and networking skills, something many businesswomen find second nature. The brand delivers specially formulated, high quality pet food to its customers on a regular basis, and is trusted as a reputable brand that truly cares for its furry little end-consumers.

This is a truly satisfying franchise to invest in, as franchisees are in a position to improve the lives of its customers with its healthy and trusted dog food mix, and can work flexible, family-friendly hours without giving up on income.

"After three stressful years of working unsociable hours and travelling around the country for little reward, I made my decision to move on," says Rachel Knight, franchisee for Northamptonshire.

"As one door closes another opens and my research introduced me to franchising – a halfway house to running your own business with the benefits of working alongside a large organisation. Complete with systems, products and support in place, the flexibility and freedom to run a business as you wish could not be better.

"I'm far less stressed and I have time for myself, my husband and my two dogs, Ted and Hannie, while enjoying new friendships with my customers. OSCAR felt right for me and my recommendation to anyone looking at a new business is to take your time and tick all the boxes to ensure it's right for you and your family."

PETPALS



Petpals is a one-stop-shop for all dog and cat owners who abhor kennels. The brand's many employees regularly look after customers' furry friends, and it has only gotten stronger since it began franchising in 2001.

"Approximately 60 per cent of our franchisees are female, and what excites me the most is how they are all collaborating to build profitable and robust territories for themselves and their families," says Kevin Thackrah, director of Petpals. "Our management team also has a high level of female representation, with 57 per cent of our senior leadership being women."

HOME INSTEAD UK



Home Instead UK enjoys a strong national network of more than 240 offices, and a head office with more than 80 employees on hand to support franchisees across the country. The brand doesn't ask for trained and experienced franchisees; Home Instead can bring all new franchisees up to its standards with initially intensive and continual training.

Home Instead offers significant support and help for new owners, to allow them to get up to speed without neglecting family life, and consequently pushing more women to take the plunge into franchising.

"It's great that there are many great women within our national office team supporting a number of ambitious, driven women across the network – whether this is as franchisees, caregivers, office staff or even the families we support through our care," says Ruth Brown, director of business development for Home Instead UK.

"As a family, we know exactly how important good heartfelt care is. I was thrilled to find Home Instead and to be able to work alongside my daughter in the community that I have grown up in," says Karen, a Wales-based franchisee.

BUSINESS Woman

Looking to start a business? Look no further than these exciting franchises!

- Life-changing opportunities
- Franchises that offer flexibility and lucrative profits
- Be your own boss
- Try something new



From a former Communist regime to a roaring success in the U.K.

Moving from Romania to the U.K. was the start of a journey leading Cristina Grancea to own two successful businesses

SylvianCare managing director, Cristina Grancea, a finalist in the 2022 NatWest/EWiF Inspirational Women in Franchising category, has certainly had a journey that brought her to a place in life she probably never even imagined when growing up in Romania. Born under a Communist regime with a repressive government, education was her only way out.

"I always knew that I wanted a career where I could help others and make a difference," said Cristina. "With that in mind, I gained a BA Honours in social work in 2000, with my first job being in a psychiatric ward of a hospital – which, you can imagine, was challenging.

"I moved to London in 2007 with my 18-month-old daughter to be with my husband. I was unable to work as I could not afford a childminder, and got no financial support from my husband."

Cristina's marriage broke down due to her husband's unreasonable behaviour, and as a single parent she gained her first role in the U.K. as a social worker. "I wanted to utilise my degree and found work with Kent county council on the child protection team; it was rewarding as well as challenging. I was still passionate about education and took a Master's in psychology, graduating in 2015."



Despite graduating, Cristina decided that a career in psychology was not for her and as a single parent with debts she, along with her brother Silviu, took the brave step in starting a business: SylvianCare.

"The brave, or some would say mad, decision changed my life completely," she said. "Neither my brother, who was a nurse, nor I really knew much about running a business, but we knew that we wanted to be involved in care in some way. So we started SylvianCare as a recruitment company, recruiting care staff and supplying them to other businesses."

CHANGE OF BUSINESS MODEL

"We were successful, with a continuous demand for our staff. Supplying staff to third parties, however, meant that we had no real contact with the end users; those in need of care. And because of this, we decided to change our business model and applied to the Care Quality Commission to register as a domiciliary care provider. Our registration was accepted and our business focus changed.

"I'm proud to say that just from being myself, along with my brother, we now provide work for over 100 care and office staff; supporting over 300 clients throughout our network.

"To date, we have provided work for hundreds of carers supporting thousands of clients to remain independent in their homes. From humble beginnings, SylvianCare now has a multi-million-pound turnover with a healthy profitability.

"We have also gained our sponsorship license from the Home Office, allowing us to bring staff from overseas to alleviate the staff shortage in the U.K. and assist even more clients."



THE BENEFIT OF FRANCHISING

"Franchising meant that we could grow nationally whilst giving others the opportunity to own a care business and benefit from our experience. Helping others achieve success is rewarding. Our pilot franchisee doubled her first-year target and we now have eleven franchisees with a healthy pipeline for 2022.

"I am proud and humbled to be considered for the Inspirational Woman in Franchising category, simply for doing something that I love and making lives better for people. I hope that my story inspires others to consider care as a career."

At a Glance SYLVIANCARE

Established: 2014
Number of franchised outlets: 11
Location of units: U.K.
Investment range: Up to £47,400
Minimum required capital: £17,500
Contact: Bill Hendrie, bill.hendrie@thefranchisingcentre.uk
sylviancarefranchising.co.uk

“I’m never on my own”

Faced with the challenge of investing in an expensive property area, Valerie Highton more than made up for a lack of liquid cash with spirit, integrity, belief and the invaluable support of Platinum Property Partners

Valerie joined property investment franchise Platinum Property Partners in 2014, having spent the previous 25 years raising her family. Like many influential female Platinum franchise partners, once her children had flown the nest, Valerie’s vision was firmly fixed on trying something new and building something with purpose.

“I’d been out of the job market for 25 to 30 years,” recalls Valerie. “I had a degree but no computer or tech skills, and I wanted to do something meaningful with the money I had. I was keen on franchising because I knew I had a better chance of succeeding. Whatever I did, it had to be something alone, because nobody was going to employ me!

“I went to a franchise fair with the intention of looking at letting agency and property inventory businesses, mainly because I have an affinity with the rental market demographic through my children,” she continues. “But as I walked around the corner, there was the Platinum Property Partners stand.”

BUDGET NOT A BARRIER

Platinum’s business model is based on building portfolios of co-living properties, and Valerie completed the purchase of her first one to renovate in January 2015. She has gone on to build a portfolio of seven properties just outside Weybridge, Surrey, where she still lives.



"The network of franchise partners is unbelievable. I can pick up the phone and call any of them at any time and they'll help me"

However, Valerie’s starting position was uncommon among Platinum’s franchise partner network, with her funding tight and investment area pricey. “Property is very expensive in Weybridge,” she laughs. “I probably shouldn’t have started in this area, but it was important to me to stay close to home, as it was just me and the children at that time and I wanted continuity for them.

“When I did my purchase mentoring with Platinum we looked at Horsham and Crawley, but they were just too far away, and I was actually concerned that the clapped-out Volvo I was driving at the time wouldn’t make it to these locations! I ended up renting a two-bedroom flat and sleeping on a mattress on the floor in the lounge for two years, because I was so desperate to make it work.”

VITAL NETWORK

Fast forward to 2022, and Valarie has seven HMO properties behind her, thanks to a range of joint ventures and passive investment arrangements – proving that tight funding doesn’t always have to be a barrier to success. She’s been back in her own home in Weybridge for three years, and she also remains part of the Platinum network through the franchise’s alumni programme.

“The network of franchise partners is unbelievable,” she says. “I can pick up the phone and call any of them at any time and they’ll help me.

“Considering my age when I joined, it’s been so beneficial for me to meet others who are as single-minded and passionate as I am and who give back such happiness, friendship and great banter. The last time I met a group of people like this was when I was at university!

“So many people in the franchise partner network are my close friends now and many of them have invested with me through joint ventures, too. I’m on my own, but I’m never on my own.”



At a Glance PLATINUM PROPERTY PARTNERS

Established: 2007

Number of franchised outlets: 400+ franchise partners

Location of units: N/A

Investment range: £175,000

Minimum required capital: £175,000

Contact: info@platinumpropertypartners.co.uk

platinumpropertypartners.co.uk

The franchises focused on future generations

Canopy Children's Nurseries and Fun Fest Holiday Club believe that children should have the freedom to choose and the power to play

Ever had a dream that woke you in the middle of the night? One that was still as real in the morning and made you question your choices? That's exactly how many franchisees feel when searching for a rewarding and fulfilling franchise. And it's how Canopy Children's Nurseries were conceived.

When founder, Sarah Beattie, was researching nurseries for her own babies and couldn't find what she was looking for, she created her own. Which soon evolved into three nurseries, centred around a culture of excellence in a child-centred environment, that celebrate the magic moments in childhood. A successful nursery model is now available as a franchise to others who dream of making a difference and nurturing future generations. Just like Rinu.

Rinu left her career in finance to pursue her dream of opening her own nursery: a state-of-the-art new build in the heart of Wembley Park that offers full-time, ad-hoc and weekend sessions to support the community. Rinu explains:

"Our research into the world of franchising had already identified Sarah's team as one that we wanted to work with so when we heard that they were launching the Canopy Nursery franchise, we didn't hesitate, and are thrilled to become the first Canopy franchisees opening the first Canopy Children's Nursery.

"I now have the nursery of my dreams – a beautiful environment for young children in the heart of this busy, diverse community. Supporting my talented team of staff as they nurture and educate the children and building relationships with their families is so satisfying – I love it!"

FUN AT THE FOREFRONT

Canopy comes from the team behind the successful Fun Fest Holiday Club franchise network. Fun Fest celebrates choice and empowers children to make their own decisions, designing their own holiday programme. Sessions include a variety of adventures from a Harry Potter Experience to Mad about Science and Mission Impossible – all centred around fun, and not just for the kids!

Named as one of the U.K.'s top 100 franchisors for the last three years, Fun Fest offers a low-cost business on a part-time basis with the potential to expand.

Helen Wilson had never considered franchising until she joined Fun Fest Hartford, she explains. "I worked the summer as club manager at an established club and saw the potential to make it a continued success alongside my term-time role."

"I now have the nursery of my dreams – a beautiful environment for young children in the heart of this busy, diverse community"



At a Glance CANOPY CHILDREN'S NURSERIES

Established: 2020

Number of franchised outlets: 2 are open and more are being cultivated

Location of units: Wembley Park & Shrewsbury

Investment range: £45,000

Minimum required capital: £200,000 - £400,000

Contact: 0121 392 2925

canopynurseries.co.uk

At a Glance FUN FEST HOLIDAY CLUB

Established: 2017

Number of franchised outlets: 25

Location of units: Altrincham, Billericay, Birmingham, Cheadle, Chorley, Dunstable, Harrow, Hounslow, Kingston-Upon-Thames, Lichfield, Luton, Northwich, Orpington, Redditch, Ruislip, Slough, Solihull, St Albans, Sutton Coldfield, Watford

Investment range: £15,000

Minimum required capital: £20,000

Contact: 0121 726 2595

fun-fest.co.uk

Going the extra mile

Julie Vernon is committed to providing the very highest standard of compassionate home care with her award-winning Extra Help Telford & Wrekin franchise, but the rewards make it all worthwhile

Julie Vernon always knew she was destined to work in a caring environment, having discovered her passion for helping others when she was 17 while employed at a care home.

She went on to build a career in nursing, working in residential care and children's nurseries, with her last role as senior manager in a special education unit. When the unit was subjected to financial cuts, Julie decided it was time to run her own business, following her passion and utilising the skills she'd gained during the course of her career.

Julie looked into franchising, as she wanted the support of an established brand with a proven business model, and discovered Extra Help in an online search. With very few companies offering similar services in her area, Julie could see a gap in the market, and Extra Help Telford and Wrekin was born in September 2020.



RAPID GROWTH

In less than two years, Julie has built a lucrative home help business, which serves around 100 elderly or vulnerable clients by a team of 26 home helpers. Julie has an excellent relationship with social services and her revenue is now over 50 per cent higher than projected.

Julie says: "These clients usually need many hours of help. One client requires us to prepare her daily meals, as well as take her out shopping and on various outings. It adds up to 28 hours per week!"

Julie believes that partnering with social services has been her biggest achievement to date, with 36 social workers regularly contacting her for support. She attributes her success to her wonderful team of home helpers, who go above and beyond to keep Julie's clients happy. All are Alzheimer's Society Dementia Friends, and studying for their first aid and food hygiene certificates this year.

"If one of my home helpers cooks a family meal and has leftovers, they'll even box them up and deliver them to our clients. That's what you call going the extra mile!" says Julie.

CARE AND COMPANIONSHIP

Julie believes that since the pandemic, the demand for companionship has rapidly increased. In January, a local organisation called Forum 50+, which helps people find support and social activities, contacted Extra Help Telford & Wrekin to cover a staff shortage.

"We now look after 15 of their clients and our role is solely to provide companionship," says Julie. "Through the charity, they get 10 hours free and, once they've used them, they have the option to become Extra Help clients. I have an excellent relationship with Chris Fox, the forum coordinator, and I'm so grateful she chose us to help."

Julie's success hasn't gone unnoticed. At a recent Extra Help conference, she won two awards: Most Improved Clients and Highest Achiever – Second Year. She was also delighted to win Best Independent Living Support Provider – Shropshire at the 2021 SME News UK Enterprise Awards.

WORK-LIFE BALANCE

Julie is incredibly busy and admits she finds it hard to say 'no' to people. "Any job where you're involved in your clients' lives is inevitably going to impact on your own," she says. "I never want to slip up on the things that take extra time, but which set us apart – like chasing up hospital appointments, changing smoke alarm batteries, checking on their wellbeing – these are some of the things that keep my clients loyal."

To address her work-life balance, Julie has decided that Friday is now her admin day with every other weekday spent visiting clients. However, although sometimes demanding, Julie says that being an Extra Help franchise owner is extremely rewarding.

"We're so committed to improving clients' wellbeing and quality of life that we even introduce ones with similar interests. A couple of them have even formed their own knitting club!" she says.

"There's nothing like visiting a client and seeing them peering out of the window, so excited to see you. Last year, we gave clients with no families Christmas presents. One lady was particularly happy as she hadn't received a Christmas gift for years! She was like a toddler - it was incredibly heartwarming."

At a Glance
EXTRA HELP LTD

Established: 2010

Number of franchised outlets: 35

Location of units: UK

Investment range: £8,500 + VAT

Contact: 01752 905790 or info@extra-help.co.uk

extra-help.co.uk

"Demand for our cosmetic procedures keeps on growing"

Guilia Tom, co-founder of the London Beauty Lasers franchise, reports on the stratospheric rise in interest for beauty enhancements since the pandemic

The plastic surgery business is booming, thanks to the pandemic. In mid-March 2020, non-essential services such as cosmetic surgeons and dermatologists in major hubs across the world were forced to temporarily close, but as they began to reopen their doors three months later, prospective clients were quick to knock.

Giulia Tom and Gabriela Brewer are co-founders of London Covid Testing Clinic (londoncovidtesting.com) and London Beauty Lasers Clinic (londonbeautylaser.co.uk), which provide a range of health and beauty services from PCR, antigen and antibody tests, to beauty procedures such as facial laser CO2 treatments, EMS body sculpt, U shape and many non-surgical aesthetic treatments.

Demand for EMS, a body-contouring alternative to liposuction, was 20 per cent higher in July than during the same period in the previous year.



"Demand for EMS, a body-contouring alternative to liposuction, was 20% higher in July than during the same period in the previous year"

"When restrictions lifted, available appointments in our clinics for EMS Sculpt became very scarce, as Brits wanted to lose their extra pounds fast," says Guilia. "Botox and Co2 also rose in demand, as people got ready to socialise once again."

"We were booked up for months," she continues. "And interest in our treatments didn't peak when quarantine ended – it just keeps on growing."

Giulia says that the "quarantine 10" – the typical 10 pounds gained during the pandemic – might at least be part of the reason for the increased interest at her clinics. And while gyms were closed, people got used to either training at home or not training at all, which makes them more open to trying alternative procedures. She believes social media plays a part, too. "People are more open to cosmetic enhancement after using the various filters that make them look better," she says.



At a Glance
London Beauty Lasers

Established: February 2021

Number of franchised outlets: 4

Location of units: Victoria London, Knightsbridge London, Glasgow, Manchester

Investment range: £100,000 minimum

Minimum required capital: £20,000

Contact: info@londonbeautylasers.com

londonbeautylasers.com

Deliver high-quality baby classes

The demand for Bloom Baby Classes has grown at an exponential rate



Victoria Jennings, early years expert and mum of three, is the founder of multi-award-winning Bloom Baby Classes.

Established in 2017, Victoria wanted to create a high-quality baby class concept that allowed her the flexibility to work around her children being at school. The demand for her classes grew quickly and within six months Victoria had a team of three teachers running classes alongside her across areas of Stockport in Greater Manchester.

In January 2019, the brand launched its first four pilot franchises and to date, the company has 53 franchises in the UK and a network of over 25 teachers working for franchisees across the country.

SCALE QUICKLY

The franchise model allows franchisees to scale up very quickly and be able to double or triple their annual sales by taking on teachers to meet demand for the classes.

The brand features bespoke equipment that Victoria has designed to aid baby development as well as many albums of upbeat original music to work alongside the classes.

"I think our classes truly stand out," explains Victoria. "When I created Bloom Baby Classes, I wanted to ensure our music was like no other typical kids music out there which I think we have done very well. I also feel that it's very important to keep adding to the content of the classes so we are continually adding new activities, equipment and music so our network have new activities to deliver.

"We have recently invested heavily into the network to get everyone Level 1 Makaton trained; I felt this was a good addition to the classes to aid infants' early language skills. I am very proud of my network and its ongoing success, and they have each followed the model concisely. This is essential when investing into a franchise as it's a proven and very successful model when followed."

ONGOING TRAINING

The franchise includes over 40 hours of both in-person and virtual training which is ongoing for the whole network.

"I feel as franchisor it is important that each new franchise that joins the network is guided and mentored right through their first year and ongoing to help them achieve their goals for their business," continues Victoria.

"Many of our network want to add teachers and grow their areas, and we make this affordable and provide lots of training to help support them on their journey. Our head office team is growing and currently has a team of five including myself that provide daily support to the network. We also offer our own in-house marketing and social media department to create bespoke content for each franchise area.



"This lessens the time spent designing their own content and ensures our marketing is consistent and stands out from the crowd. Any new member of the network has four to six months of training before launching their franchise to ensure they launch successfully with classes as full as possible.

"When you hear a franchisee telling you that they cannot believe that this is their job, and that they earn upwards of three times what they earned previously within their first year but with the flexibility to work around their family life, it fills me with pride to see what I've created really and drives me forward."

"When I created Bloom Baby Classes, I wanted to ensure our music was like no other typical kids music out there"

At a Glance BLOOM BABY CLASSES

Established: 2017
Number of franchises: 53
Location of units: UK/Worldwide
Investment: - £6,500 (+VAT)
Minimum required capital: £8,000
Contact: victoria@bloombabyclasses.com
bloombabyclasses.com

Feel the fear, but do it anyway

Some of the reasons women give for not starting a business are rooted in fear. Perhaps we should stop allowing trepidation to hold us back, says EWiF

There are many reasons why you may be thinking you'd quite like to start your own business, but are holding yourself back from doing so. You wouldn't be the first.

Much research has been conducted on why women are less visible at the top. Aside from external obstacles, we face internal barriers too. These include:

- Lack of confidence
- Desire to avoid risk
- Not knowing what opportunities are available
- How to fund it
- A feeling of inadequacy
- Not knowing how to start



For years, women have been told they can have it all. And while at Encouraging Women into Franchising (EWiF) we believe this statement is true, we also believe it's found in knowing where to find the right opportunity to do what you want to do. This means without limitations, including those internal limitations we put on ourselves... "I can't do it because... (fill in the gap)."

Right across our network of ambassadors, we see women taking control of their futures. Many were once afraid to step out of their comfort zone. Many were fearful they'd fail. Many didn't think that they had what it takes to be a leader. All of them faced their fears and did it anyway.

WHAT MADE THE DIFFERENCE?

Franchising. Looking at the barriers we've already discussed, franchising:

- Reduces the risks around starting a new business. This is because the business model is already proven to be a success. Customers are already using the services provided by franchisees operating under the brand
- Is less about moving out of your comfort zone, and more about expanding your zone. This is because you can combine the skills that you already feel confident in with the knowledge, experience and training provided by the franchisor
- Increases your chances of success. This is because the process of running a franchise is geared around supporting you to succeed. The groundwork has been laid, so you can build
- Trains you to lead. This means you'll be equipped to lead your own business with confidence. To find the right clients and customers. To hire the right staff. To promote your business, your services, and offerings

> "I always did something I was a little not ready to do. I think that's how you grow."
>
> Marissa Mayer, Google's first female engineer, former CEO of Yahoo, I.T. developer.

- Empowers you with supportive networks. This means you can find strength, inspiration and encouragement from within your network and the wider franchise community. We're stronger together.

FEEL THE FEAR: DO IT ANYWAY

At EWiF, we're proud to watch stories unfold for women in franchising. We'd love to help you, too. We're offering you a free 30-minute mentoring session with one of our ambassadors, plus an open invitation to attend one of our regional meetings where you can meet franchisors and franchisees living and working near you. Visit ewif.org for more information.

At a Glance
ENCOURAGING WOMEN INTO FRANCHISING (EWIF)

Established: 2008

Contact: info@ewif.org

ewif.org

Can you truly work flexibly?

It seems the buzzwords of the moment are around "flexible working". But, as an accountant or bookkeeper, can you ever truly work flexibly?

Since the pandemic, the world has woken-up to what women have been saying for years: flexible working should become the norm, not just a perk. So, would you say you've achieved your desired level of flexible working?

According to the government's website, flexible working, "suits an employee's needs, for example having flexible start and finish times, or working from home." However, many professional women are still forced into choosing to work part-time, or miss time with their families to climb the ladder.

If you're an accountant or bookkeeper dreaming of becoming senior partner, stats like these, released last year by First Intuition, might feel frustrating:

- 46 per cent of women within the accountancy profession attained management level
- Only 17 per cent rise to the level of partner.

SO, WHY NOT SET-UP YOUR OWN PRACTICE?

When you start your own practice, you take control over what you're doing, and how you're earning. More than just enjoying the flexibility of choosing how you work, and when, to suit your family, and life. The profit you make is yours, making it easier for you to build a more secure future for yourself, rather than your boss.

dns accountants is making it possible for women to create their own destiny and choose their own way of working. Through the franchise model, and full support offered by dns accountants, you can enjoy true freedom to define how you want to work.

TACKLE THE FEARS, AND BELIEVE IN YOURSELF

There are some very real challenges women face which have the potential to derail your plans for starting your own practice. This may include a lack of knowledge or confidence to even start a business, never mind grow it. But, through the power of franchising, you can overcome any challenge, and enjoy the flexibility of working to suit you.

The brilliant author, Maya Angelou, said, "When you know better, you do better." This is as true in your career, as it is in life choices. Which is why dns accountants is on a mission to help women in the accounting and bookkeeping world know they can be better, and create a better future – for yourself, for your family, for your peace of mind.

Part of this lies in knowing you have the support of a franchise brand to call upon, for help with any aspect of managing your business. dns accountants not only provides you with the training to feel confident about running your business, it will also be on-hand throughout the lifetime of your franchise to provide you with either the knowledge to do something for yourself, or an expert who can do it for you.



Johana Cadena and her husband

MEET REAL WOMEN, LIKE YOU, WHO TOOK THE STEP

dns accountants has some exceptional women who invested in their own franchise. These are women who, like you, had a reason to feel more in control.

- Raman Bopari is a mum of three who dreaded returning to work, as she enjoyed spending time with her sons. Working long hours meant she was missing out on home-life, and it worried her the impact this could have on them.

She says, "Working for someone else, I often felt I was missing out on time with my sons. I'd leave home early, commute for two hours, and be in the office for 8am. Then I was home late. My oldest would say to me, 'Oh mummy, we missed you.' My heart ached for them." In dns accountants,


Raman Bopari

"The biggest attraction of running a dns accountants franchise, for me, was the support I know I'd receive. They have a team of experts who can help meet any knowledge or skill gaps I have"

Raman found the ideal solution and started her own business with their guidance. "I'm now in my second year, and thriving, having smashed through targets I'd set for my first year. But, the biggest benefit is to spend time where my heart most wants to be."

• Hema Caullychurn aspired to start her own practice, and became increasingly keen to take control of her career.

She says: "The biggest attraction of running a dns accountants franchise, for me, was the support I know I'd receive. They have a team of experts who can help meet any knowledge or skill gaps I have – not just in terms of the work which needs to be done, but in terms of growing my business too. For example, I'd had no experience in sales and wasn't as confident in this aspect of my business, so when I started, I asked the support team for help. They provided me with people who are dedicated to telesales, on my behalf. They've signed-up most of my clients for me!"

• Johana Cadena is the most recent woman to join dns accountants, having started the business with her husband, in December 2021. She wanted to provide her children with the chance to enjoy a better future.

She says, "Working for large corporations can be incredibly rewarding, but comes with little flexibility. Vishal and I wanted to build a better future for our family, so we left the city and moved to the Midlands. In order to give our family the best chance at life, we knew business ownership would be the right direction: Vishal is an accountant and I am a bookkeeper, so we opened our dns accountants. I definitely have more freedom, now. I can work from home around our children, be there for them if they are sick, or have something on at school, and they know we're here for them. The flexibility we gained has made our family-life much easier."

Hopefully, these stories of dns accountants franchise partners who are living their best life will inspire you for your own future. There's so much you can achieve, as the owner of your own practice, and we'd love to help you achieve them.


Hema Caullychurn

"I'm now in my second year, and thriving, having smashed the targets I'd set for year one. But, the biggest benefit of starting my dns accountants' franchise, is to spend time where my heart most wants to be"

At a Glance
DNS ACCOUNTANTS

Established:
2005

Contact: info@dnsaccountantsfranchise.co.uk
or 020 7148 1706

dnsassociates.co.uk

Create. Code. Enjoy!

Logiscool is driven by the dream of a determined woman, that quickly turned towards world success



Back in 2013, Dr. Anita Breuer was inspired by her daughter, who wanted to learn coding, but at that time there was no proper school for it.

Anita did not despair; rather, she and her husband created a place where children can learn programming and digital literacy in a fun way. This happened eight years ago. Today, there are over 160 Logiscool learning centers in 32 countries on five continents providing after-school activities to children from seven to 18 years of age.

DIGITAL LITERACY EDUCATION: THE HOTTEST BUSINESS OPPORTUNITY

The demand for early digital literacy education is growing worldwide. Kids grow up with devices in their hands and parents need to act now to provide the necessary skills and digital knowledge for their future success in any profession they choose.

Public education cannot keep up with these demands in content and methodology which creates a great business opportunity for Logiscool in the booming EdTech sector.

"Compared to previous decades, today's children need different skills to be competent and prepared for the fast changing and challenging economies. To help them function in this increasingly digitised world, we have become experts in digital literacy, providing world-class courses, workshops, and holiday camps for our students," explains Dr. Breuer.

The success is guaranteed worldwide by the fun-based teaching methodology, certified curriculum, self-developed educational platform and the unique edutaining community portal, MyLogiscool.

Logiscool fulfilled the market demand with an adequate answer to parents' needs with a winning franchise concept. Logiscool is not just a good investment for the parents but for all franchise partners, who profit day by day from the business model everywhere.

FUN TO LEARN, GREAT TO EARN

Education is a booming sector in the world economy and its two-digit yearly growth foreshadows extremely positive prospects for the years to come. Logiscool has the perfect playbook for success. By fusing education with entertainment, the franchise found the winning strategy to fulfill the growing demand for coders and digital skills.

At Logiscool, children do what they like the most: spend time creating computer games. And while doing that, they learn digital literacy and coding with the help of a fun-based, gamified methodology and with cool young trainers in an inspiring environment. But most importantly, they acquire essential skills for the future: problem-solving, logical thinking, creativity, endurance, and more.

"With our uniquely developed education platform and scalable, certified curriculum we can always precisely adapt our teaching to the age, knowledge level, and learning speed of our students," says Dr. Breuer. "Positive feedback from our partners, instructors, parents and children in the last eight years has fully proven our methodology."

Logiscool franchise partners all over the world can start their operations successfully any time of the year by choosing from the wide portfolio of services. There's no need for previous I.T. skills or a background in education.

"We have all needed I.T. and educational systems in place, while our partners can focus on successfully operating their schools."

"Compared to previous decades, today's children need different skills to be competent and prepared for the fast changing and challenging economies"



A WINNING CONCEPT WITH A FULL-SERVICE PACKAGE

Logiscool managed to keep its role as one of the biggest and fastest expanding franchise networks in the past years. The reason behind this is Logiscool's fully comprehensive franchise system, which offers a ready-made, complete solution.

The school and equipment design, as well as world-class business, education and marketing support are provided. Its own classroom management system, proprietary education platform, and close to 1,000 lessons of the uniquely developed, modular curriculum ensures lifelong value for each student and guarantee business success for the franchisees.

"We make sure to constantly give business insights, complex marketing strategies, brand and campaign guidelines, and initial and ongoing trainings to partners," says Dr. Breuer.

As part of the package, the tailor-made franchise management system helps run the partner's daily operation smoothly. No other franchise provides such a complete package within its franchise fee.

It stands out from the competition in the after-school coding education market!

TRULY UNIQUE: FILLING A GAP IN THE EDTECH MARKET

Logiscool's unique coding education platform includes a specially designed feature called "mix mode", which combines written code with fun visual blocks, to make the transition to "real" text-based coding as smooth as possible.

"With the support of the trainer portal and the detailed lesson plans, progress is guaranteed, and every class is full of fun," says Dr. Breuer. "A special quiz tool is provided to support effective teaching. Students can connect and edutain themselves in between the lessons on the MyLogiscool community platform where they can play and learn in a safe digital environment and challenge their creativity. "

To date, Logiscool is present in 32 countries with over 160 learning centers and 140,000-plus total enrolled students, but growth doesn't stop there. Logiscool now invites new master partners to join this unique franchise system.

If you are interested in this great business opportunity in EdTech with a complete franchise solution that brings a real value to communities, visit www.logiscool franchise.com and contact the Logiscool sales team for more information.



At a Glance LOGISCOOL

Established: 2014
Number of franchised outlets: 160+
Location of units: 32 countries
Investment range: $65,000 - $285,000
Minimum required capital: $65,000
Contact: franchiseinfo@logiscool.com
logiscool.com / logiscoolfranchise.com

Do you want to be a social entrepreneur?

If you want to live and work with purpose, owning an InXpress franchise may give you the opportunity you're looking for

Do you have aspirations to change the world, but find work keeps filling up your time and taking up your energy? You watch what's happening on the news and pass by people in your community knowing there's more you could do to help – if only you had more time, more money, or more energy.

You may be one of the many for who the idea of 'working to live' is a misnomer, which doesn't sit right within your concept of job satisfaction – you want your career to fulfil a purpose, not be a means to an end. So how can you achieve this?

One way you can find purpose is through business ownership. This might seem like a strange way of looking at things, but running your own business could put you in a position to actually make a difference – either with your time or finances. In fact, many entrepreneurs are looking at how they can build social enterprise into their business plans.

Being a social entrepreneur doesn't mean you have to operate in a traditionally 'caring' sector. Nor do you have to come up with a new idea to change the world. It could be as simple as building a strategy that will allow you to fulfil this sense of purpose in your business plan. This is something that many InXpress franchise owners have chosen to do, as they align their goals with the InXpress Gives Back business value.



WHAT DOES THIS LOOK LIKE IN PRACTICE?

Based on what our actual InXpress franchisees are currently doing, here's how you could build on your desire to make a difference through your InXpress franchise:

- **Supporting your local community**

One of the easiest ways to use your business to make a difference is on a local level. For example, Lisa, who works at InXpress North Surrey, knows from personal experience the importance of accessible defibrillators to save lives. Through her recommendation, the InXpress network sponsored the installation of two defibrillators with more being planned.

- **Donating through your business**

Every November, InXpress runs a Penny Per Shipment campaign. Franchise owners donate at least 1p from every shipment throughout the month to charity. For some of our franchise owners, 1p isn't enough, and they choose to donate more – including Carlene who owns InXpress Swansea.

- **Using your business to support charities**

For InXpress Gatwick owner, Matt, the desire to support a local charity was important. As a parent, Matt immediately saw the value of Little Lifesavers, which teaches children basic lifesaving skills. InXpress donated funds to the charity collectively, but the father-of-four also donates his time as a volunteer, helping to teach children these crucial skills.

"You may be one of the many for who the idea of 'working to live' is a misnomer, which doesn't sit right within your concept of job satisfaction"



• Using your knowledge to make a difference in an emergency

As the owner of a logistics business, you're in a unique position to step in when a customer desperately needs your support. For example, Alex from InXpress Birmingham South was able to rescue a specially-adapted race wheelchair for one little girl and her dad when it was stranded in Norway. InXpress was their last resort – the company had been recommended by a regular customer who values its services.

• Having the time to give back

You may prefer to be more hands-on, like Vanessa, who works alongside her franchise-owning partner at InXpress Manchester South. With their pet whippet, Ellie, Vanessa volunteers with Pets as Therapy, providing a calming presence every week for children and those living with dementia.

• Sponsoring international projects

There are, of course, people much wider afield who need the support of people like you with a heart to give back. Every year, Maria and her husband Gerry, owners of InXpress Milton Keynes, donate the money they used to spend on Christmas cards for customers to charity. In 2021, they donated money – matched by InXpress Gives Back – to a children's home in South Africa so orphaned children could enjoy their Christmas.

A few months later, Maria went out to meet the children, where she offered practical support, too.



GIVING BACK AS A MENTOR

Of course, giving back your time and money can also be matched by giving back with your energy and knowledge. InXpress offers a mentoring scheme to provide you with maximum support when you first start your new business – this perfectly complements the training programme you'll be enrolled in and is designed to give you the confidence to grow your business, so you can achieve your goals. Many franchisees choose to invest back into their acquired skillset and confidence when they have reached a level of business success, and can share their experiences.

GIVING BACK AS A WOMAN IN BUSINESS

InXpress is a global brand with inspirational women running their InXpress businesses around the world. As a result, the franchisor has launched an online international women's conference, connecting 170 women within the network so they can empower each other. Within InXpress Women, you'll find role models sharing ideas, setting inspiring goals and pushing for success, helping you achieve your own business goals. Women like Zoe Kirby, who won the InXpress Women's Overall Global GREAT award, and has inspired many women both within and outside of InXpress with her business acumen, commitment to supporting others, and by achieving her goals.

At a Glance INXPRESS

Established: 1999

Number of franchised outlets: 440 globally

Location of units: Global

Investment range: £35,000 plus VAT

Minimum required time investment: At least 18 months as you build your customer base

Contact: Ben Kirby, 0800 195 2125

gb.inxpress.com

EWIF

ENCOURAGING WOMEN INTO FRANCHISING



HAVE YOU CONSIDERED FRANCHISING?

Franchising has consistently proven to be the most secure and supported route for anyone thinking of starting their own business.

The top three reasons being:

1. You can invest in a brand which has already proven it works, and customers want what they offer.
2. You are investing in a brand which is as committed to your success as you are. They provide you with training, resources and business support.
3. You are not alone in your business venture – even though your business is fully yours.

If you want to know more about franchising, or would like our free guide, get in touch. EWiF is a not-for-profit voluntary organisation **providing free and impartial advice and guidance to women** who want to know how to start their own business through franchising.

*****

BOOK TIME WITH A FRANCHISE MENTOR TODAY

***FREE 30 MINUTE CALL**

www.ewif.org info@ewif.org

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MY LIFE HAS CHANGED IN A GOOD WAY!

Upon discovering the world's number one business coaching franchise, Anu Khanna quickly realised her glass was only half full - she was ready to pour more into her life.

"The main impact ActionCOACH has had on me is who I'm becoming. I thought my glass was full, but being exposed to the precision and detail within the franchise model, I became aware of how much work there was left to do. It's miles away from the stage I was operating at in the corporate world and it's completely turned my life around. In my previous role, I would never be able to wind down. My days were extremely long, meaning I missed out on family time whilst my children were growing up. Now's my chance to make up for it"

As a Franchise Partner you'll get...

- ✔ Unsecured bank finance of up to 70%
- ✔ The system and support you need to help you turn your £69k investment into a **£1 million-a-year business**
- ✔ A recession and pandemic proof business that works from home or a serviced office
- ✔ More learning and development than you can imagine
- ✔ Ownership of the only franchise to be rated both 5-star for franchisee satisfaction and in the EliteFranchise UK Top 10 every year since the accolades began



DISCOVER MORE:

Visit actioncoach.co.uk/franchise
or call the UK Support Team on 01284 701 648

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