



# What Franchise

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**EXPERT  
ADVICE**

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## THE INSIDE STORY

How Garolla's franchise model is dominating the industry



## FORCES TO FRANCHISEE

Ex-military personnel are a perfect fit for franchising

## PARTNERS IN PROFIT

Award winning couple say franchising changed their lives

## DUE DILIGENCE

7 questions to ask a franchisor before you invest

## POWERBRANDS

## HOMECARE & PROPERTY MAINTENANCE

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WORKING

Franchises offer proven opportunities for women

**PAGE 85** TEACHING  
FRANCHISES

This could be the best lesson you'll ever learn

**PAGE 88** YOUNG  
GUNS

Why millennials make good franchisees

# Love Monday Mornings

Since its launch in 2003, Personal Career Management has built an acclaimed business with an enviable client list

**W**ith the establishment of Personal Career Management, Corinne and Jonathan Mills set out to become the leading provider of personalised, high quality, career management and outplacement services to individual and corporate clients.

Starting from a single office in Beaconsfield, the couple have seen their business grow every year. Through times of recession and the uncertainty around Brexit, there is an increasing and rapidly expanding demand for their services. The company confidently anticipates a threefold increase in demand over the next few years.

## MAKING THE MOST OF YOU

Personal Career Management's coaching team are highly experienced, trained career management specialists with impressive professional track records. Career coaching for individuals explores career options to help them make informed career decisions, market their skills effectively and plan careers in order to maximise opportunities in the future.

For corporate clients, Personal Career Management provides an in-house career coaching resource, outplacement and career coaching to facilitate positive exits



## AT A GLANCE PERSONAL CAREER MANAGEMENT

Established:  
2003

Number of franchised outlets: 3

Location of outlets: central London, Gerrards Cross, Reading, Ipswich and Milton Keynes

Investment range: £2,500 (plus VAT)-£30,000 (plus VAT), including working capital

Minimum capital required: £2,500 plus VAT (part-time licensed coach) to £20,000 plus VAT (full franchise)

URL: [personalcareermanagement.com](http://personalcareermanagement.com)

Contact: franchising team, [franchising@personalcareermanagement.com](mailto:franchising@personalcareermanagement.com), 01753 880995

**“A far quicker route to success versus going it alone”**

for employees, manage talent and support succession planning.

Every client's experience is tailored and unique. Personal Career Management builds trusted, productive and positive relationships with individuals and prides itself on delivering a personalised service. The brand is synonymous with high quality expertise and is regularly asked for its expert opinion by the media, including the BBC and Sky.

## LEADING THE FIELD

Personal Career Management is an industry leader, constantly updating its knowledge to reflect the fast paced changes in the job market and workplace. The company benefits from inside track information on recruitment technologies as a result of its long-standing partnerships with many of the UK's leading recruitment websites.

Personal Career Management recently introduced Skype career coaching and *icareercoach*™, a powerful online career management, job search and career development resource. These resources extend the reach of the services on offer to clients.



## EXCEPTIONAL OPPORTUNITY FOR EXCEPTIONAL PEOPLE

Becoming a Personal Career Management franchisee is the perfect opportunity for anyone who feels coaching is a route suited to them. It offers the opportunity to work for a leading brand with a reputation for excellence, providing a proven coaching model, exclusive territory and an accomplished and qualified journey to grow a successful coaching business.

With the company continuing to grow year on year, Personal Career Management is looking for new franchisees with a background in senior management - ideally in HR, recruitment or a related field - and a passion for delivering a quality, customer focused service, excellent relationship building skills and business development expertise.

For anyone who prefers to work part-time or wishes to focus solely on the coaching element of the business, Personal Career Management also offers the opportunity to become a licenced coach.

New franchisees undergo a specialist 10-day career coaching

training course, comprising of leading career management theory and practical career coaching skills. This is followed by ongoing support to build your confidence and expertise. Your Supervision Manager provides coaching advice and support regarding career coaching best practice.

You will benefit from an organised and tested infrastructure as soon as your franchise starts operating, including administration systems and support throughout the process, centrally generated new business leads resulting from national marketing initiatives and training in business administration and sales.

Corinne promises: "You are supported throughout, from the initial training course right through to the setting up and running of the business longer term."

### SWEET SUCCESS

Jo Thurman, franchisee and Regional Director, loves the opportunity afforded by Personal Career Management.

"I joined Personal Career Management as a franchisee, so I coach, which I love, but I am a business owner too," she says.

"I get to leverage all my years of commercial and management experience. It was the perfect next step for me.

"In this business, every day is different. One day you may be coaching a high profile individual, the next leading a workshop for a group of people facing career uncertainty, another taking initial calls and meetings in order to build your business.

"Each client is special, unique and amazing and the work you do with them helps them in meaningful ways. What is always consistent is the support of an organisation that knows what works with tried and tested methods."

Jane Garrard, one of Personal Career Management's Regional Directors, explains why she became a franchisee: "I felt Personal Career Management's excellent track record and high profile was the right fit for me.

"Joining an established brand, with ready made resources and a solid, tried and tested business framework, gave me an immediate step up. Joining as a franchisee has been a far quicker route to success versus going it alone."



### TRIED AND TRUSTED

- Personal Career Management regularly appears as a career expert on television and radio, in the national press and at industry events.
- The company partners with Telegraphjobs, The Guardian, CV Library and Monster and is a career expert for the Financial Times and People Management.
- 9 out of 10 individuals who meet with Personal Career Management and other providers choose to work with Personal Career Management.
- 98 per cent of clients said they would recommend Personal Career Management to others seeking career support.
- Personal Career Management is the author of the career coaching book *Career Coach*, and the UK's best-selling CV book, *You're Hired! How to write a brilliant CV*.
- The company's client list includes Grant Thornton, NHS, NPower and Buckingham Palace.



Love Monday Mornings.™

