

In celebration of
INTERNATIONAL
WOMEN'S DAY

THE LANGUAGE OF SUCCESS

ANNA NEVILLE

Kidslingo

Woman Franchisor of the Year finalist



Early in 2020, things looked good for children's language franchise Kidslingo. Turnover was up, children attending classes was up, everything was on course for a successful year. Then... March! And suddenly, everything changed.

When COVID-19 struck, Kidslingo franchisor, Anna Neville, knew a speedy response was critical if she wanted to gain competitive advantage and maintain visibility for her brand. Within 72 hours, she had pivoted her entire business into an online model.

For anyone who grappled with home-schooling over the last 12 months, it might interest you to know Anna had to rewrite every single lesson plan and resource so it was compatible for online learning. From March to December 2020, she reengineered over 2,500 additional online resources, as well as creating a new logo, webpage, contact form, free downloads, advertising, customer communications and a YouTube channel..!

Conscious of a need to overcome the challenges, Anna introduced a virtual tutor support to her franchise. This means work can be distributed throughout the network, to franchisees with availability to run classes. She launched pre-recorded videos to give customers flexibility and developed virtual school and nursery classes, delivered to children simultaneously in school and at home.

Remarkably, Kidslingo attracted seven new franchisees in 2020; all of whom are running their businesses entirely online. To support them, Anna conducted her franchisee training programme online, so they could start their new business as soon as possible.

Conscious of the mental stress the pandemic had on her franchisees, Anna organised a Zoom relaxation session, delivered by a trained hypnotherapist. She also ran mindset inspiration workshops, an online franchise conference and regular virtual coffee mornings. Her franchisees speak highly of her, with one saying, "Anna has been a huge inspiration to me and all the other franchisees. Her positivity, dedication and drive enabled my business to not only survive, but thrive during the pandemic."

Franchising offers all women, the chance to 'be their own boss'. Organisations like, the British Franchise Association (bfa) and Encouraging Women into Franchising (EWiF) proved support to women wanting to enter franchising, with services like EWiF's volunteer mentors to the bfa's free online Prospect Franchisee Certificate.