

In celebration of  
INTERNATIONAL  
WOMEN'S DAY

## ACTION WOMAN

**JULIE WAGSTAFF**

ActionCOACH UK

Woman Franchisor of the Year FINALIST



After 14 years as both a franchisee and a franchisor, Julie Wagstaff is now the Managing Director of business coaching franchise, ActionCOACH UK.

Her knowledge and experience are unquestionable, and her innovations benefit many.

Notably, last year Julie co-developed a ground-breaking new model called 'Firm Builder Senior Partner'; a plan which has been adopted by ActionCOACH in 80 countries across the world.

As ActionCOACH enters their 20th anniversary year, Julie fully expects to have sold all 230 UK territories in 2021, some of which will be corporately owned. Last year she created a partnership with Santander Bank to deliver live seminars across the UK, and launched educational seminars aimed at the general public; daily webinars were also introduced to support her franchisees.

Aside from innovation, Julie also believes in investment. She and her partner have invested £1m into a 10-episode Channel 4 TV Series, which will follow the coaching and fortunes of five clients, expected to be aired in the summer.

With the country plunged into economic chaos due to the pandemic, Julie was the driving force behind the company's response, which included 5,000 pro bono coaching sessions. Despite this they recorded an 11.95% increase in ActionCOACH clients, and her franchisees continued to break records across the board.

There were many 'wins' for the ActionCOACH UK team in 2020, not only taking home the in-house 'Global Team of the Year' for the 12th consecutive year, but two of her Senior Partners also won the bfa awards, 'Next Generation Franchisee of the Year' and 'Community Hero Award'.

Julie says, "I am committed to doing whatever it takes to ensure every UK business owner is aware of our business" and we believe her.

*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.*