

EWiF

ENCOURAGING WOMEN
INTO FRANCHISING

FLEXIBILITY WITH THE BEST CAREER MOVE

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McDonald's Franchisee

#FRANCHISINGSTRONGERTOGETHER



My name is Jayne Aspin-Mayne and I'm a McDonald's Franchisee. Prior to this, I was a senior manager at a manufacturing site in a very demanding but rewarding role. I worked in a male dominated industry and was out of the house 12 hours a day, continuously going the extra mile. With two young children and another 30 plus years left of my working life, I knew that I wanted things to change. Whilst I thoroughly enjoyed the challenge of work, I needed a better work-life balance.

I thought about starting my own business, but I didn't have that golden business idea to pursue. Having researched a number of new business opportunities, I started to seriously consider franchising as a potential way forward.

Eventually, I decided to apply to become a McDonald's Franchisee. To begin with I found it extremely challenging to adapt to this new sphere; I needed to actively push myself beyond my comfort zone and to get past my own self-doubts. I knew that I had a wealth of business experience and that I had progressed well throughout my career, but I still questioned my ability to succeed in this new direction.

After a successful 12 month recruitment and training process, I became a McDonald's Franchisee in March 2020. Despite a challenging start to my new venture due to the pandemic, I firmly believe that becoming a Franchisee was the best career move I could have made.

Being a Franchisee means that I am part of a wider team working collaboratively together. I still work hard, as does my incredible team and seeing that pay off in the business results is hugely rewarding. Above all, I now have a much better work-life balance and the flexibility that allows me to do those important little things. Instead of leaving the house when the children are still asleep, I'm able to drop them off at school and I never need to miss a school performance or sports day again.

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.