



HOW A SUPPORTIVE NETWORK CAN HELP YOU AND YOUR BUSINESS ADAPT

LISA DICKSON

The Creation Station Franchisee - Falkirk

#FRANCHISINGSTRONGERTOGETHER

Running your own business is an exciting adventure. But, for some women, the challenge of being able to adapt to challenging situations, often impacts their confidence, causing them to doubt their capability. Which is why franchising could be the perfect solution, if you feel like this is what is holding you back from starting your own business.

For Lisa Dickson, owner of Creation Station Falkirk, the challenges of running a business during one of the most difficult years because of the Pandemic, enabled her to see her strengths. "It was extremely difficult at the start of the pandemic," Lisa explains. "I had to accept my business plans and goals needed to be re-written. I've also come to terms with the fact I'll need to build on what I've learnt over the last year, as I re-establish the face-to-face aspect of my business, because it changed dramatically, during 2020! Instead of running face-to-face sessions, many of my classes were run online, instead. Customers are sent craft packs in advance, so they have everything they need, and can take part in our interactive zoom sessions.

"Although we had new customers, we ran at a reduced capacity, and had to make changes to our household expenditure, but I know I am one of the lucky ones, when it comes to business survival."

Valuable support for the tough times

Anyone running an independent business will say, one of the hardest things they find, is knowing how to adapt to unexpected challenges. But, Lisa truly valued the support of her franchise network during 2020. Especially as she is based in Falkirk, in Scotland. "Being part of an incredibly supportive franchise like The Creation Station, meant I never felt alone during the pandemic. My franchisor and network were so supportive.

"For example, to help release some of the pressure, they removed franchise fees, at a time when it was exceptionally difficult to make any money. And we were consistently supported by a Business Development Manager, to make sure plans, procedures, and Health and Safety assessments were updated. Our CEO and founder, Sarah Cressall, met with us regularly over zoom, to check we were OK, and to keep us updated. In addition to all this, we have regional groups, which continued to meet-up, over Zoom so we could offer advice and support to

each other. I felt there was a real connection between us all, at a very difficult time."

Delivering valuable support during the tough times.

Creation Station is a franchise delivering arts and crafts classes, parties, and events to people of all ages. "What I love about my Creation Station franchise, is we don't have a typical day," Lisa says. "The franchise offers so many income streams, you could be running a fun-filled baby and toddler class one morning, and a sociable and relaxing adult Creative Crafters class later in the day."

This became a practical means of supporting people who suddenly found themselves isolated at home. "During the Pandemic, we opened up classes to help connect people in the community, and help to improve their wellbeing. For example, during the first lockdown, Sarah did daily LIVE creative sessions with her three children on Facebook. And during the winter lockdown, we ran free Intergenerational 'Grand Activities' to encourage grandparents and grandchildren to spend time together, online, for creative fun. I think wellbeing and mindfulness activities help us all cope during challenging times, and being in a position to use my business to help others to survive the pandemic, was a real advantage. Collectively, we helped over 5000 families."

Franchising Stronger Together

At EWiF, we are proud of the way our members have been able to adapt to the challenges of 2020, and provide support to those both within their networks, and beyond. We truly believe we are stronger together! So, why allow yourself to be held back when you can discover the joy of full support as a franchise owner. Let us help you find your tribe.

If you want to know more about how the right franchise can help you thrive as a business owner, why not find out more here or book a free 30 minute mentoring session to discuss the benefit of franchising.