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ENCOURAGING WOMEN
INTO FRANCHISING

LEAVING MY COMFORT ZONE HELPED ME MATURE & GROW AS A WOMAN

LUCY FERNANDO
Fantastic Services



Not sure you have what it takes to run your own business? Apart from being a full-time mom of two, Lucy Fernando has become the most successful Area Development franchisee at Fantastic Services.

Are you the type of woman who is content to stay in your comfort zone? Whilst it seems like a safe place to stay, there may be the gem of a leader inside you just waiting to burst out, and inspire others. This is something Lucy Fernando discovered, when she bit the bullet and joined Fantastic Services as an Area Developer for cleaning services.

Looking back to where it all started, the home services industry was an unfamiliar territory for Lucy. However, within her first year, she'd increased the number of delivered services by 14 times, adding further services to her portfolio for clients to benefit from, and growing her team, substantially. "When I joined Fantastic Services, I enjoyed not having previous knowledge about the industry," Lucy says. "Stepping out of my comfort zone helped me mature and grow as a woman. I love running my business, but – because it's a franchise – I have the security of working with professionals who know the industry. They've developed a purpose-built infrastructure to support the growth of my business."

This doesn't mean, Lucy hasn't experienced inner turmoil, or felt overwhelmed by the execution of a business idea. Stepping out of your comfort zone isn't an easy thing to do. "When you throw yourself into a new situation, especially one where you're expected to make the decisions and be the driver, but you feel like you're still learning, it can feel very overwhelming. I've found it important to ensure I'm not afraid to ask even the tough questions, and to make use of the franchise's support strategies. But, at the same time, I'm committed to learn for myself how to become the best business owner I can be."

Lucy is passionate about creating a culture of growth whilst developing her business. She's become the leader she wished she'd worked for – someone who empowers her team to develop their own skills and passion which, Lucy believes, are crucial to success.