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ENCOURAGING WOMEN
INTO FRANCHISING

DISCOVER THE JOY OF FLEXIBLE WORKING AROUND YOUR FAMILY

PAM GORDON

The Franchising Centre

For Pam Gordon, Franchise Consultant with The Franchising Centre, starting her own business has given her the flexibility she wanted. Now she can work around being with her daughter.

Many mothers find it hard to leave their young family, and return to work. Which is why many enter the franchise industry, looking to fulfil the desire to enjoy flexible working, just like Pam Gordon, who is a Franchise Consultant with The Franchising Centre. Pam has 22 years in franchising in various roles, and uses this experience for her own career progress, as she advises business owners how to develop their own franchise models, and supporting them to recruit franchisees.

Although Pam loves what she does, she also loves being around her young daughter, Beth Gordon. "Like many women once you have a family, I wanted a more flexible way of working when my daughter started school. The employed roles I'd done before had involved me travelling and staying away from home overnight. Without local family support, and a husband in a similar role, something had to change. So, I looked at taking my skills into a self-employed role to gain the flexibility I needed. I researched the opportunities which would work for me, and decided all my franchise knowledge could be utilised to benefit others, so I joined The Franchising Centre in October 2014."

Having worked in the franchise industry prior to starting her new business, Pam felt secure about the future she could build.

"Franchising has given me many things over the last 22 years. Initially, I had huge development opportunities as an employee, but now I gain the advantage of a flexible working environment, and the challenge and interest of working with various clients in different sectors, which makes every day different. I am working with people in everything from care to education to damp proofing, and I love it!"

Having worked for herself for over six years, would Pam say franchising met her expectations? "Starting my own franchise has definitely been the right step for me. I wanted to earn the right income for me and my family, and enjoy the ability to choose my work-life balance – which I think is something many people are searching for, now, post-pandemic. I enjoy the benefit of things like walking my daughter to school, and never missing one of her plays or sports days, as I'm in control of my time. It's true what they say: money can't buy everything."

If you're wondering if you have what it takes to make the right career change for you and your family, starting your own business through a franchise, is highly recommended by Pam. "You won't regret your decision, as long as you go in with the right level of expectations, timeframe, and an exit plan. But more importantly, a firm understanding of your 'why' – why you are doing it!"