

Welcome!

Firstly thank you for enquiring about franchising with Supporting Minds.

When I set up Supporting Minds in 2014 I was, and still am, passionate about making therapy affordable and accessible to anyone that needs it. Supporting Minds encourages accessing therapy for self care and deeper self awareness and not just in times of crisis however, due to the challenges our society faces we very quickly became a leader in supporting those medium to high risk clients.

Through my vision for Supporting Minds I have had to balance business with therapy and the two don't always blend together seamlessly. Not only was I passionate when I set up Supporting Minds about making therapy affordable but I was also passionate about providing job opportunities and being rewarded financially for the effort and time that I was investing in my business. Therefore at the heart of this franchise opportunity not only will I share with you how to build and manage a sustainable and financially secure heart centred business for your clients but also for yourself.

For someone who was always resistant to working online for fear of sacrificing the therapeutic alliance, the Covid-19 pandemic has opened up more opportunities for Supporting Minds than I ever dreamt was possible. As an evolving and ever growing business I will share with you the challenges and solutions that have secured the longevity of Supporting Minds through very uncertain times, only adding to your success as a potential franchisee.

Included in this information pack is an overview of what you can expect from entering into a franchise relationship with Supporting Minds. Myself and my team look forward to working alongside you and supporting you on your journey to not only empowering others, but also empowering yourself and sharing in your success.

Jenine Butroid

Founder



Supporting Minds 2020/2021 franchise opportunity includes:

- **How to set up, market and run a successful affordable therapy organisation in your area.**

I have learnt many things since 2014 on what works in business and what doesn't, where to invest in marketing and the key relationships to build in the community alongside the day to day ethical and practical requirements of running a therapy organisation.

You will be provided with training, policies and procedures and legally verified documentation including GDPR documents and financial agreements for clients and students.

- **Our Level 5, BACP recognised Professional Diploma in Counselling in Psychotherapy syllabus.**

This is my own syllabus that not only meets all of the ethical and academic requirements needed to graduate safe and skilled therapists. The training arm of Supporting Minds is the key to your financial success.

You will be provided with a full package of schemes of work, lesson plans and resources in addition to training on how to get the most out of your groups. We've now trained hundreds of therapists and will share our success in motivating groups to become the best therapists they can be.

- **Award winning kids emotional wellbeing workshop syllabus.**

These can be delivered in all educational settings and within your own premises. Our workshops are fun, creative and open up helpful and 'real' conversations about emotional wellbeing.

You will be provided with all of the knowledge, workshop plans and skills training. These have been a huge success for us in schools and at our centre, so much so that one of the schools we deliver to has won a wellbeing award based on our workshops.

- **Counselling CPD workshop plans.**

We run various unique CPD events for student and qualified therapists such as Inner Child, Rewind Therapy, Fairy tale therapy and so much more. As a creative I am always writing and delivering new workshops which you will have access to.

Workshops not only provide you with an additional income but it also keeps your "ideal client" in your business funnel ensuring lasting relationships in the community.

Supporting your success...

We want nothing more than your success and to ensure that happens we offer ongoing support for all aspects of your business.

We will regularly visit you to manage the quality elements of your training qualifications, this ensures that we can support you with anything from managing students to assessing learners work and therefore ensuring quality standards across the board.

We are at the end of the phone for any queries big or small. I've built Supporting Minds from the ground up and know my business inside out, it really is my first baby. In the early days I often felt that MY business had a mind of its own and I wondered if I had in fact created a monster rather than a thing of beauty (!), we'll be there to reassure you, remind you why you've chosen to support so many people and offer compassion when it's needed most. There is no denying that things will get tough, you will want to give in and just as you feel like you can't take any more the clouds will dissipate. We will be there every step of the way.

How much will it cost?

The initial buy in is £20,000 for a 5 year franchise agreement.

The monthly management fee of 8% (based on turnover) or a minimum of £450 is payable from month 6 after the agreement has been signed. This is to allow you to build your business during the pandemic. (Please note that this will be more explicit in the legal agreement).

The monthly marketing fee is 2% (based on turnover) and will cover the national marketing and building of the brand done centrally through Supporting Minds.

The management/ marketing fee will cover the following;

- We will manage the quality and standardisation of all of your professional qualifications. We will provide structured, planned dates to visit you twice a year in addition to being on hand if you have any general or specific queries about an individuals course work.
- Registration and issuing of certificates.
- Review and update policies and procedures and offer training/ guidance on any changes.
- We will regularly promote your business on our central Supporting Minds social media platforms; Facebook and Instagram.
- We will support the launch of your business.

- You will be invited to any continued professional development (CPD) events that we hold in Lincoln or across the country.
- You will be invited to all training events related to our kids and adults workshops. We're always coming up with new ideas and new workshops.
- Ongoing general business support to overcome any challenges together and ensure your success.
- You will be invited to take part in face to face or online creative business development meetings where we can share ideas on how we can push the Supporting Minds brand forward together. You really will be at the heart of Supporting Minds, making a difference.
- HR support to give you the confidence to manage your staff with integrity.
- Interior design plans as you set up and expand into larger premises.
- Ongoing GDPR support and advice.
- Ongoing safeguarding advice and support.

I know my business model works, I always wanted to create a successful and abundant life for myself and as such I have been able to balance my ethos with my own financial success. However, to ensure the franchise is a viable business opportunity for you we strongly recommend that you seek legal and accountancy advice.

You will need to produce a business plan and financial projections as part of the franchising process, we will support you with this. It really isn't as scary as some might think!

We often refer back to our very first business plan; there are things on there we have achieved ten times over and some things we're still working towards.

What we're looking for in you...

- An experienced qualified counsellor/ psychotherapist? If you're not, that's OK, but you will need to find a person with the relevant qualifications to support you on your journey. With this you will need to adhere to the professional standards.
- Driven and motivated to make a success of this exciting venture, even when it gets tough?
- Resilient and courageous, if there's two qualities we've found are essential in building a successful business then these are those!
- Financially secure to invest in your business.
- Have some some basic business acumen.

- You will need to set up your business as a Community Interest Company (CIC); either limited by shares or limited by guarantee. Our not for profit status is important to our ethos and is equally attractive to those wishing to commission your services or if you choose to apply for grants or funding.
- A strong sense of self and a calm pragmatic approach to problem solving.
- As we are the bridge between the NHS and private therapies we therefore attract a high percentage of high risk clients who have exhausted all other statutory services, you will need the skills and the confidence to work with managed psychosis, suicide, personality disorders and varying levels of risk.

10 reasons to franchise with Supporting Minds:

1. Our person centred values are at the core of everything we do; we believe in kindness, compassion and unconditional love, by staying true to ourselves we have built a solid foundation that is not only relied upon but also valued as a part of our community.
2. We understand ourselves and our business inside out. We live and breathe our ethos, this gives SM a living, breathing heart which is what makes us so successful.
3. We are passionate about de-medicalising what it means to be human; all of the painful, messy, chaotic and shameful experiences and learning to embrace all aspects of ourselves.
4. We want you to succeed and our supportive team will guide you every step of the way.
5. We are changing how we access therapy services for the better; therapy shouldn't be elitist, time limited or expensive.
6. SM was built from just the seedling of an idea, we know what works and what doesn't work when it comes to therapy businesses.

7. You can and will be financially successful whilst remaining ethical, we've proved that ourselves.
8. Do you want to provide hundreds of people with the therapy that they really need whilst building their resilience and getting to the core of their issues so they can go on and make real, lasting change in their lives?
9. Are you ready to embrace the 'real' you and share what it means to be human with the world?
10. Do you want to make a positive impact in your community AND have the career of your dreams? Both are life changing!