

Have a positive influence on children's lives

Helen Doron Educational Group has been empowering women to start their own education franchise for 35 years



CEO and Founder
Helen Doron

Are women wired to succeed in business? According to independent research*, women naturally excel in three key skill areas: communication, initiative and emotional intelligence.

These skills are evidenced in the work of Helen Doron, CEO of Helen Doron Educational Group, which is a leading franchise network that's carved out a niche for itself in the English-as-a-foreign-language industry, as well as in kindergartens and maths programmes. Helen, a linguistic scientist, has built an international franchise that's launched the careers of numerous women who also excel in these business skills.

FLEXIBLE CAREER PATH

Franchisees benefit from a flexible career path that gives them a choice of options. Many started off as parents looking for excellent English language education for their children. Others began as teachers and, seeing the opportunities, become learning centre franchisees and then master franchisees, responsible for a whole country or region.

There are also opportunities for teachers to work independently as employees and teacher trainers.

Helen says: "I'm very proud of being a part of so many women's success stories. I think it's a win-win situation and, while our male master franchisees are equally successful, women possess important traits that make their businesses flourish.

"Firstly, women excel at multitasking, a vital tool for running any efficient business. Women also seem to be more intuitive than men or at least more willing to listen to their inner voices. This makes them more sensitive to nuance, picking up those subtle signals that can be an important information resource in business dealings.

"Women also tend to be more patient and open to sharing their knowledge with work colleagues, thus expanding and reinforcing their networking system. In some cases, a woman's more compassionate nature better motivates employees and helps attract customers.

"In addition, when it comes to educational franchising, women are more motivated to develop a franchise that speaks to them on a personal level."



At a Glance HELEN DORON EDUCATIONAL GROUP

Established:
1985

Number of franchised outlets: over 1,100

Location of units: 38 countries: Albania, Austria, Bosnia and Herzegovina, Bulgaria, Chile, China, Croatia, Cyprus, Czech Republic, Ecuador, Estonia, France, Germany, Hungary, Israel, Italy, Kazakhstan, Lichtenstein, Macedonia, Mexico, Montenegro, Panama, Peru, Poland, Portugal, Romania, Russia, San Marino, Serbia, Slovakia, Slovenia, South Korea, Spain, Switzerland, Thailand, Turkey, Ukraine, Vietnam

Investment range: £150,000-£250,000

Minimum required capital: £200,000

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SUPPORTING MOTHERHOOD AND CAREER

Being a Helen Doron franchisee provides an ideal opportunity for mothers committed to spending quality time with their family, while running a successful business at the same time.

Danijela Haralovic, Master Franchisee for Croatia for the past seven years, has three children.

She says: "All my children are enrolled in Helen Doron English and I love seeing how much they've all grown - not to mention the other 4,900 students in Croatia.

"I now have 100 teachers and work closely with my franchisees every day to make sure we only go forward, opening learning centres across the country every year.

"I'm delighted to have created new jobs, helping to reduce unemployment in our country, all while having dedicated and happy teachers who have been part of my team for years. It's easy to be a woman in the Helen Doron world. You get more out of your business life and you can have a