

# From teacher to multi-unit franchisee

Helen Doron Educational Group celebrates one of its most prestigious franchisee success stories

**H**aving continuously grown and evolved for over 36 years, Helen Doron Educational Group has partnered with some truly exemplary franchisees. One such development professional is Joanna Cezarz-Krzystanek, a Helen Doron master franchisee who began her career with the brand as a teacher 22 years ago. Since then, she has turned her passion for first-class teaching into a successful educational empire.

“When I started out 22 years ago, nobody taught very young children; they didn’t believe it could really work. Back then, there was nothing like it in the market. Nobody heard of teaching three-year-olds, not to mention even younger. I knew parents want their kids to speak English as they had to make a huge effort to learn it when they were much older.

I had no proof to show, as I had only just started teaching, but my enthusiasm was so strong that other teachers and potential franchisees felt inspired to join the team,” said Joanna while on a visit to Helen Doron’s head office, accompanied by 20 of her 60 franchisees.

**“Having such a wide range of courses lets us prove how effective our method is and how successful our students are”**

Based in Tychy, in southern Poland, Joanna has 62 out of the 180 learning centers located throughout Poland, and employs 300 teachers, with over 12,000 students benefitting from the proven Helen Doron methodology.

Joanna’s English educational empire features her innovative Teen Colleges, which are learning centers separate from the younger children’s centers, catering to the specific needs of older students. Classes are held in small groups twice a week. They are based on consecutive levels of Helen Doron Teen English courses – all fully compliant with the Common European Framework of Reference for Languages (CEFR).

“I was lucky to have worked over the years with other master franchisees in Poland who joined shortly after me, and together we cover the entire country. It was



## AT A GLANCE HELEN DORON ENGLISH

**Established:**  
1985

**Number of franchised outlets:** Over 1,100

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

**Investment range:** €150,000 - €250,000

**Minimum required capital:** €200,000

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a great team of people, and we created a real family atmosphere.”

## A TRULY HOLISTIC EDUCATION

A large part of why the Helen Doron Educational Group teaching methodology has taken hold the world over is because it aims to deliver much more than just classroom learning to the millions of students engaged by the organization. It strives for lifelong learning; equipping students with the skills that will enable them to continue being inquisitive and proactive for many years after graduation.

“Having such a wide range of courses lets us prove how effective our method is and how successful our students are. Language acquisition is not the only aim, as we provide the tools to broaden



**“Most of my new Learning Centre franchisees are either our teachers or parents that observed their kids learning with us, and they loved it!”**



Learning Centre in Skawina, Poland



Joanna with her franchisees

**Joanna Cesarz-Krzystanek,  
Helen Doron  
English  
Southern  
Poland master  
franchisee**



Joanna with her newest group of franchisees following their training

their minds and give them access to various possibilities. We believe we influence their perception of the world.”

Another real benefit that Joanna has gained from becoming such a prominent member of the Helen Doron franchise network is her work-life balance. This is one of the key things that many new franchisees find enriching about being part of the Helen Doron Educational Group family, as it allows them to build a business on their own terms.

“As far as work-life balance. The most important thing for me is the ability to leave the office and the business behind – as if closing the door to work means opening the door of my home life,” explains Joanna.

“It is crucial not to let them mix. My business is my hobby; however, I do love travelling and

practising amateur photography. We often choose isolated, quiet places far from crowded hotels or beaches. I also enjoy sports, mostly yoga, which helps me stay balanced and flexible, but I do also enjoy swimming, skiing and rollerblading.”

### JOIN THE LEADING EDUCATION FRANCHISE BRAND

Despite all of her successes up until this point, Joanna is far from finished in her Helen Doron story. As she explains, “in cooperation with the other four master franchisees in Poland, we

have just finished building a new strategy for the whole country. We are hoping we are opening a new era of growth for students and franchisees.”

And what advice would Joanna give to prospective franchisees looking into joining the Helen Doron English network? “I would tell them to observe the lessons, meet the people, talk to parents, and you will quickly become addicted and want to be part of the Helen Doron family. Most of my new Learning Centre franchisees are either our teachers or parents that observed their kids learning with us, and they loved it!”