



Your own HR consultancy

The perfect blend of  
independence and support

face2faceHR

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# Are you ready to start your own HR consultancy?



Are you tired of office politics, the daily commute or juggling work and family commitments? Looking for a better work-life balance and a sense you're really making a difference? If so, you may be ready to take the first step to running your own HR consultancy.

Owning your own business may seem daunting but becoming a partner with face2faceHR is a great way of getting the independence and control you crave, with a support system designed to help you succeed.

You don't have to start from scratch; we provide everything you need from day one.

This prospectus will tell you more about the opportunity and the kind of person it may suit.

If becoming a partner with face2faceHR is the right way for you to achieve work-life balance and success as an HR consultant, then I look forward to meeting you in person.

*Eleanor*

*Take control of your working life!*





# Why do small businesses need you?

Small businesses have all the same people challenges and legal obligations as larger employers but are often ill-equipped to deal with any HR issues that might arise.

The number of small employers in the UK continues to grow, and small business owners are more conscious than ever of the value good employment practices can add to their business.

face2faceHR offers tailored HR services for small and medium-sized employers without internal HR support.

This ranges from handling difficult employee relations issues to advising business owners on organisational design.

We help SMEs get the most out of their people, providing proactive, pragmatic and realistic advice which releases small business owners to focus on what they are really good at.

*Small businesses need practical, pragmatic HR advice, and the impact you'll make will be significant.*



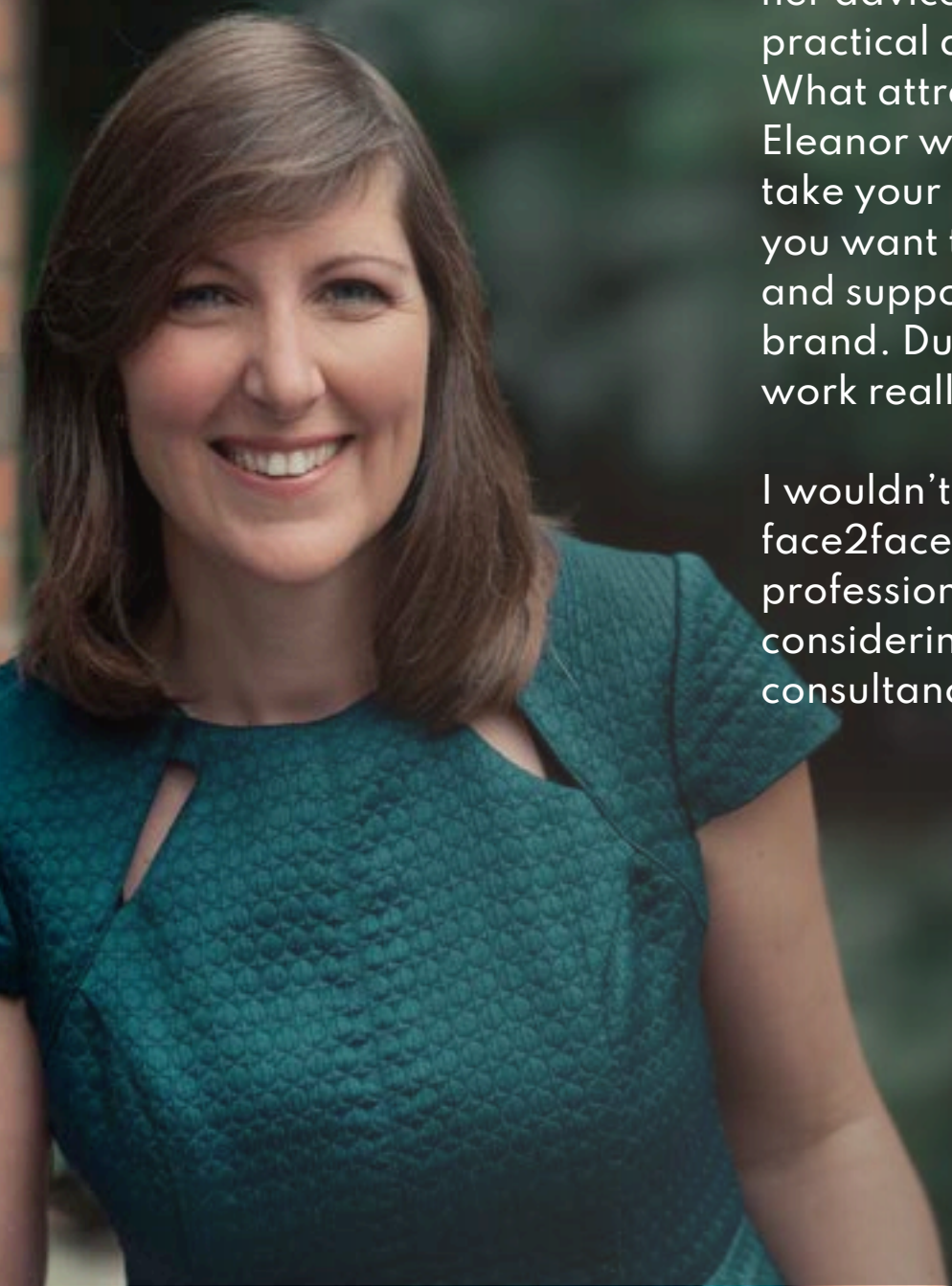
## Key figures



SMEs (up to 249 staff) account for up to 60% of the employment and around half of turnover in the private sector.



Since 2000, the number of small employers (1-49 staff) in the UK has gone up by 27% and the number of medium employers (50-249) by 33%.



"Eleanor is a fantastic mentor and her advice and guidance is always practical and straightforward. What attracted me to work with Eleanor was that she allows you to take your business in the direction you want to, within the framework and support of the face2faceHR brand. Due to her support I won work really quickly.

I wouldn't hesitate to recommend face2faceHR Partners to other HR professionals who may be considering launching their own consultancy business."

*Jane Fryatt,  
face2faceHR Abingdon*

face2faceHR

# Why opt for a franchise instead of 'going it alone'?

Here are some of the advantages of joining an established franchise:

## Established brand

With a franchise someone else has already spent time and money developing a brand that works, including research, design costs, advice from experts and lessons learned from being 'in the field' with clients.

## Higher business success rates

The British Franchising Association and NatWest Bank regularly conduct a survey of franchisees from a wide range of sectors. Their research consistently shows over 90% of franchisees reporting profitability, and only 4% failing annually due to commercial reasons.

Depending on what statistics you read, the general failure rate for start-ups in the UK is between half and two thirds failing during the first five years.



## Faster return on investment

As a franchisee, you'll bypass months spent as an independent figuring out how to get clients; spending money on marketing initiatives which don't work; developing a brand; working out how to charge, and many other things. We've done all that already, saving you time and money so you'll be profitable sooner.

## Support

It can be a lonely business working on your own but as part of a franchise you will have access to support from the franchisor as well as peer support from other franchisees.

## Who are we looking for?



Our partners are our brand so we only choose the highest calibre HR professionals who reflect our values.

### Experience

You should have several years' general HR experience advising at a senior level, some of which must have been in the private sector.

### Personal qualities

Whilst experience is important, you also need to have a down-to-earth, friendly and engaging manner, and prioritise a pragmatic and commercial approach to HR for small businesses.

### Qualifications

You should ideally be MCIPD qualified although we may consider applications from those with a lower qualification, or significant and wide-ranging HR experience and preferably a commitment to pursuing CIPD accreditation.


### Commitment

Whilst we encourage flexibility and prioritise a good work-life balance, you will need to be available for clients and business development for a reasonable amount of the normal working week, probably not less than 25 hours. You'll also need to be able to drive or travel locally.

*If you're determined, ambitious and love the sense of fulfilling your potential then you could be the right fit for us.*







“Eleanor and her talented team at face2faceHR work hard to support you and remove the fears you naturally have when starting up your own business, and provide oodles of resources, materials and constant support to carry you forward to be the best HR Consultant you can be for your small business clients. Not only that, they are damn nice people to be around too!”

*Vanessa Frampton,  
face2faceHR Horsham*

face2faceHR



# What will you offer clients?

As a partner with face2faceHR, your professional expertise will be invaluable in providing tailored HR advice and support with the personal touch. You'll cater to a wide range of small to medium-sized businesses, each with unique requirements.

You'll offer the following range of services, all designed to ease the pressure on business owners and management:

## FACEit HR support service

This is our comprehensive support service. It is designed to provide your clients with peace of mind and unlimited access to expert advice and support.

The service includes keeping policies up to date, telephone and email support, quarterly review meetings, letters drafted and on-site time.

## Ad hoc advice

You will give general HR advice on a wide range of issues such as employment law, recruitment, rewarding and motivating staff, absence management, discipline & grievance and dismissal.

## Projects

Our consultants also regularly undertake project work which might include restructuring, redundancy, TUPE, organisation design or developing reward systems.



## Breathe HR system

We partner with Breathe to offer a user-friendly HR system designed with SME clients in mind. This gets great feedback, and as well as being an excellent tool to offer your clients, also provides additional income for you.

*As well as our core offering, consultants can also choose to offer training, management coaching, psychometric testing and other complementary services.*



"When I was considering HR consultancy I was introduced to Eleanor and from that first conversation I had a really good feeling about face2faceHR. I very much identified with the brand, and loved Eleanor's genuine desire to support HR professionals set up their own consultancy - I knew I just needed to take the leap!"

It's great being part of the face2faceHR team, I'd highly recommend speaking to Eleanor if you are thinking of making the move to HR consultancy."

*Lisa Macdonald,  
face2faceHR Basingstoke*

face2faceHR

# What do you get?

As a partner with face2faceHR, you will have complete control over the day-to-day running of your business.

We provide the structure, sales & marketing strategies, marketing collateral, pricing guidance, documents, templates & guidelines; leaving you free to develop your territory.

From day one, you get to use the face2faceHR brand to enhance your credibility and give you the confidence to go out into the marketplace and make a strong start.

## Our PlayBook

When you become a partner with face2faceHR, you are investing in a support system. The cornerstone of the face2faceHR support system is the PlayBook; a bespoke guide which takes away the guesswork of running a business.

You will have clear, step-by-step guidance for every aspect of running your business and achieving your earnings potential, removing all the guesswork, and allowing you to focus all your time and energy on earning money for your business.



*We continuously review and update the PlayBook with new documents and guidance to help you.*



## What else is included?



*You also get regular events,  
training and get togethers  
with other partners.*

### Your face2faceHR package also includes:

- A professional answering service.
- Access to our CRM system to help you track your leads, maximise sales and manage your contacts.
- Access to a wide range of template HR documents, designed for small business clients and kept updated.
- Terms of business, engagement letters, invoices and proposals.
- Access to our proven 6-point marketing model.
- A brand that we know works, with clear brand guidelines.
- Post-coded territory with supporting information
- A suite of products that have been developed, researched and tested, and a proven flexible pricing strategy.
- A professionally hosted website with your own page fully optimised for SEO.
- Email newsletters designed and written for you, case studies and other regular mailshots.
- A constant stream of articles, tweets, infographics, downloads and resources which you can use for marketing.
- Business cards, an exhibition banner and access to brochures and other marketing materials.



"Eleanor's common sense, practical approach to HR and business is a breath of fresh air, and knowing that I have someone to talk to who's been there and done it is hugely reassuring."

"I wouldn't hesitate to recommend it for any HR professionals wanting to make the move into consultancy"

*Kathryn Rodgers,  
face2faceHR  
Newcastle-Upon-Tyne*

*face2faceHR*



## What early support is available?

We have two carefully-structured programmes, designed to get you off to a flying start and reduce stress levels in that crucial early stage.

### Our Fledgling Programme

Our pre-launch programme is designed to guide you through the process from start to finish, making sure that everything is logistically ready for your launch date, and, more importantly, you feel ready.

The programme is designed with training and other activities each week, covering everything you need to know about marketing, business management, clients and services. It's combined with dedicated support from us, and takes you through everything in a logical way.

### Our Flying Start Programme

We make the most of that first 12-week period, with additional training, activities and coaching while you're getting up to speed and starting to get client work coming in.

It covers more in-depth work on marketing strategies, business growth and mindset to make you feel more at ease with owning your own consultancy and planning your business development.

The programme also covers in-depth practical training on employment law; and guidance on key moments like your first proposal and first client meeting.

*That initial period just before launch and during the first three months is critical to making your business successful quickly.*

*Your package is designed to get you started straightaway.*





## *Will I get ongoing support?*

As well as our initial launch programmes and training, when you become a face2faceHR franchisee you will benefit from:



*We continually review, research and develop all areas of our package.*

*Training and support both in the early stages and on an ongoing basis are key.*

-  Coaching and mentoring with our founder, Eleanor Deem.
-  Support and assistance from the Franchise Manager and other team members.
-  Regular meet-ups with a growing network of partners, including opportunities for training and professional development.
-  A WhatsApp message group with other consultants giving support, ideas and encouragement.
-  Holiday cover when you need it from colleagues who work the same way you do, which is very reassuring to clients.
-  Invaluable sector and subject specialist knowledge from consultants with a huge range of experience.
-  Internal referrals for work, when colleagues are busy, or it's not something they want to take on.

# One-to-one coaching programme with MindAbility Consulting Ltd

With this one-to-one coaching programme, you'll develop the knowledge, tools and techniques to build a successful, profitable business.

We've partnered with Sam Eaton, founder of MindAbility Consulting, to provide a bespoke coaching programme designed exclusively for our franchisees. With over 25 years of experience as a global business coach for HR professionals, Sam brings expert guidance to help you develop essential business skills while running your franchise in a way that works for you.

This six-month programme offers fortnightly one-to-one video sessions with Sam, plus ongoing access for advice and idea-sharing between sessions.



Unlike passive online courses, this is a hands-on, action-oriented programme focuses on practical skills like sales mindset, attracting clients, mastering sales conversations, handling objections, and building a long-term business pipeline - all tailored to your unique goals and approach.

With Sam and the HQ team behind you, you'll have expert guidance to build strong foundations and grow your business with confidence.

To check out more, visit: [www.mindabilitybusinesscoaching.com](http://www.mindabilitybusinesscoaching.com)



"Having the brand, strategy, marketing and pricing at your finger tips means that you can concentrate on getting your clients from day one.

Many HR consultants I've spoken to are very envious of how much we receive and the brilliant support available to us.

I'd highly recommend having a chat with Eleanor if you are thinking of taking the plunge to go it alone... you won't regret it."

*Sue Pardy,  
face2faceHR Milton Keynes*



face2faceHR



# What could you earn and what will it cost?



Cost: £14,750+VAT initial fee +  
£595+VAT monthly  
management fee.

*There is no percentage of earnings  
payable and your management fee will  
not increase during your term.*

Starting a business and investing in a franchise are both big decisions to make, and it's important to consider the financial questions when contemplating taking that leap.

We will give you the very best support and advice to starting up and running your own business.

How much effort you put in will determine your earnings potential, however, the actual figures achieved by our consultants to date show that in Year One you can expect turnover of up to £85,000.

You can then usually expect an increase of 50% in Year Two and 25% in subsequent years.

Once you are established, our experience shows that a six-figure turnover is perfectly achievable, with our highest-earning consultant achieving £250k annually.

You will be able to hit the ground running from day one with your resources, templates and sales & marketing strategy all supplied for you.



## Next steps...

If you believe you have the desire and determination to succeed, along with the level of qualifications, skills and experience necessary to become a partner with face2faceHR, we'd like to hear from you.

The next step is to have a chat with our founder Eleanor Deem. You can email Eleanor at [eleanor.deem@face2faceHR.com](mailto:eleanor.deem@face2faceHR.com), or you can visit [face2faceHR.com](https://face2faceHR.com) to get in touch.

