



Sample Franchise Owner - James Romano

Owns two "Gym Junkie" franchises

Profile

- Location: Suburban Melbourne, Vic
- Employees: 10 across the two locations, including managers and casual fitness instructors
- Years in business: 5
- Background: Left corporate sales to pursue business ownership. Enjoys the freedom it brings but didn't expect the people side to be so complex!

Business Goals

- Keep his team performing well and his customers happy
- Meet brand compliance requirements around staff wellbeing and WHS
- Avoid reputation risks or workplace conflicts
- Scale to a third location within 18 months

© Challenges

- Managing a casualised, young workforce with varying levels of maturity
- Has experienced staff "ghosting" him or going quiet when struggling
- Unsure how to proactively support mental wellbeing without overstepping
- Tired of dealing with small dramas that take up too much time
- The franchise doesn't have a strong internal HR team he can lean on

Mindset

- Revenue focused but understands that culture drives performance
- Open to investing in staff wellbeing if it means fewer headaches and better staff retention
- Wants a trusted advisor who can plug the gap without disrupting operations

Why Responder Care?

"I don't have time for hand-holding, but I know I'll lose good people if I don't support them better."

Workplace Wellbeing Quiz



Take this quick quiz to learn how your business is tracking