



Mini Professors Case Study

Adam Dickson established Mini Professors Franchise in Northern Ireland over four years ago. We are delighted to share his WOW story so far.

Why did you choose to establish your Mini Professors franchise?

As a STEM related schoolteacher working in a supply role since moving back to Northern Ireland, it was difficult to find full time employment. I had two young sons at the time and enjoyed taking them to other WOW programmes such as Baby Sensory.

What is a typical week in the Mini Professors world like?

It can vary...which is great because every week offers something different. A mixture between parent and child community groups and pre-school nursery sessions mixed with visiting primary schools for after school clubs. On a Saturday I run my own public classes.

What advice would you give to someone looking to set up a Mini Professors franchise?

Know your audience, look at any competition in your area, don't be afraid of rejection...it takes time and effort to build relationships with schools, but it is well worth it once you begin running their sessions.

If you started your business again, what would you do differently?

My first year of building up the business was going well with new venues opening and after school clubs agreed, however, the COVID 19 pandemic put a stop to these plans, thankfully Mini Professors is agile, and I have been able to bounce back.

What are your plans for future growth?

Keep working and building relationships up with schools. Funding has become a major issue in the country so hopefully some money can be invested into communities again. I will also look at locations further from my norm for running terms of classes.

What skills and characteristics are important to be a successful Mini Professors Franchisee?

Well-organised, motivated, driven, committed, good social/people skills, enjoy having fun!

How have you worked with your Franchisor and the WOW network for the benefit of your business?

By approaching my Franchisor for any major issues/concerns and by using workplace to run ideas past other Mini Professors franchisees and class leaders.

What has been your biggest challenge to date? How did you overcome this?

As mentioned COVID 19 put a stop to face to face classes. It took a long time for schools to allow any facilitators back into their buildings. This was a difficult time for all but I'm thankful I was part of Wow who supported me throughout.

Adam Dickson, Mini Professors Northern Ireland