

FERNWOOD PERSONAL BRANDING POLICY

Fernwood franchisees, your personal brand and conduct play a critical role in how you are perceived by your staff, members, and the public. We have received feedback regarding personal conduct and believe it is necessary to provide clear guidelines on how we represent ourselves and the Fernwood brand, both professionally and personally.

Representation of the Fernwood Brand

As a franchisee, you are always in the public eye. Whether it's your team, members, or the broader local community, people observe your actions closely. It's important to remember that you are a role model and a representative of Fernwood Women's Health Clubs. Your behavior, even outside business hours, can influence the reputation of your business and the Fernwood brand overall.

Key Expectations for Franchisees:

1. Living the Fernwood Values

2. Franchisees should maintain a standard of behavior that reflects Fernwood's values, including professionalism, health, and empowerment, whether inside or outside the business.

3. Health and Fitness Representation

Franchisees are expected to embody the health-focused values of Fernwood. This includes:

- Living a healthy lifestyle and appearing fit and active.
- Maintaining a healthy weight in accordance with your age and height.
- Demonstrating the benefits of regular exercise and healthy habits.

4. Public Conduct

Your conduct in public should reflect your role as a business leader and health advocate. Franchisees should:

- Never be seen smoking cigarettes or vaping in public.
- Always behave in a measured, respectable manner.
- Portray financial success without flaunting wealth.

5. Professional Appearance

As we require our staff to wear the Fernwood uniform and maintain a professional, healthy image, it's important that franchisees also "walk the talk." This includes being role models for health and wellness.

Social Media Conduct

Franchisees must ensure that their social media presence aligns with Fernwood's brand values of empowerment, inclusivity, and respect. Personal social media accounts, though private, can still impact public perception of the Fernwood brand.

- Use privacy settings to manage who can see your content, but be aware that content can still be shared publicly.
- Avoid sharing any content that could be considered offensive, discriminatory, or harmful to the Fernwood brand, including political, religious, or explicit content.
- Ensure that posts and comments reflect the professionalism expected of Fernwood franchisees.

Conclusion

We are proud of the supportive and empowering community at Fernwood, and we trust that each of you will continue to uphold the values that have built this brand. Whether in uniform, in public, or online, your conduct as franchise owners has a direct impact on the integrity and reputation of Fernwood.

By following these guidelines, you ensure that both your club and the national Fernwood brand remain respected and trusted within the community.

Thank you for your commitment to representing Fernwood with professionalism and respect.