

Case Study:

Teacher Finds a New Passion in Education Franchising



I felt being part of a franchise system would provide me with a network of support, so I could concentrate on what I did well and look to the experts when needed.



Yossi Suissa had dedicated most of his professional life to teaching, but when he needed a new challenge, he turned to franchising to fulfill his desire to help the families in his community.

“These days, I am still helping children learn and meet their academic goals, but I am doing it as a Tutor Doctor franchisee in Calgary. I guess you’re never too old to learn something new,” says Yossi.

Yossi’s journey to franchise ownership is an interesting one. Born in Tangier, Morocco, his family moved to Jerusalem when Yossi was two. There he got a boarding-school education from parents who were intent on giving him a good start in life. “Getting a good education was pretty important to my parents,” says Yossi “Which is why they sent me to an all-boys boarding school for four years when I was about 14.”

After graduating, Yossi completed his mandatory military service, before

attending Bar-Ilan University where he took Middle Eastern Studies, specializing in Greek and Roman history. This was a tough time for Yossi as he worked hard at university while doing six-hour shifts cutting diamonds at a manufacturing plant to pay for his studies.

Yet, he still found time to supervise a ‘block station’ where he helped children who had dropped out of school and were in trouble with the law. Perhaps this planted the seed that was to grow into an impressive career in education. When Yossi graduated, he answered a newspaper ad for a teaching position in St. Johns, Newfoundland. The teaching position called for an expert in Hebrew and Jewish studies to help a small Jewish community. Many Jewish families had fled to Newfoundland after the Second World War. Yossi enjoyed his time here, split between teaching, studying and exploring his new home. It was here he met his wife, Cindy who was studying at McGill. Yossi decided to move to Canada permanently and began working towards a teaching degree.

After completing a teaching degree, Yossi taught in Calgary for nine years before returning to university to obtain a masters degree in education. He took up a position as the education technology specialist at the Calgary Jewish Academy. “I found this whole area of education to be extremely fascinating,” says Yossi. “The way we think about learning has changed quite a bit over the last couple of decades. All of this is a result of fundamental changes in the way people interact with each other through technology.”



I am not only providing a service to children to achieve their academic goals, but I am also helping the local economic engine by employing hundreds of university students and teachers as tutors.

After fifteen years in education, Yossi was ready for a change. He wanted his own business, but needed the support of an established system and so turned to franchising. “I felt being part of a franchise system would provide me with a network of support,” says Yossi. “So I could concentrate on what I did well and look to the experts when needed.”

After exploring several franchises, Yossi returned to his passion – education. “Tutoring immediately struck me as a viable business ownership option, although I didn’t understand it to be as widespread a need as it is,” he says. When Yossi began researching the field, he found that the tutoring industry was predicted to enjoy unprecedented growth and be a \$102.8 billion business by 2018.

“Given my research into interactive learning, I knew I preferred to get into a franchise that provided students with a one-to-one tutoring experience, which I found in Tutor Doctor,” says Yossi. “A home-based tutoring business, Tutor Doctor has more than 450 franchisees in 15 countries, a reflection of the need for this kind of service across all cultures.”

In 2013, Yossi became a Tutor Doctor franchise owner in Calgary. Yossi is now helping families in the Calgary area to overcome the academic challenges that are unique to them. “Home-based tutoring provides the child with a familiar environment,” says Yossi. “With the Tutor Doctor system, we match the student with the tutor we feel will connect with him or her best. The main thing to ensure is the child has a good relationship with their tutor – that really is the recipe for great results. That’s not to say there aren’t challenges, but the system is designed to put the student at the center of the process and that’s what I like about Tutor Doctor.”

Yossi has acquired a second franchise and also does outreach work with at-risk youths in the community. “Since opening my franchise, I’ve made connections in the community to help tutor at-risk children,” says Yossi. These outreach programs are conducted with the University of Calgary’s School of Social Work as well as the Calgary Police Service.

Yossi’s business continues to move from strength to strength and he won the prestigious ‘Rookie of the Year’ award in 2015. “What I’ve found is that I am not only providing a service to children to achieve their academic goals, but I am also helping the local economic engine by employing hundreds of university students and teachers as tutors. I never fully appreciated the idea that small businesses create jobs until I owned one myself,” says Yossi.

About Tutor Doctor

Tutor Doctor is the world’s fastest growing provider of one-to-one home-based tuition. The company was established in North America in 2000 and started its global franchise operation in 2003. It now has over 400 franchised territories in more than 14 countries and a network of 16,000 tutors. Operations in the UK began in 2009 and since then

the company has experienced growth of 50% year on year and now has 28 franchise owners in the UK. Out of all the territories globally, the UK has shown the fastest growth in like for like sales.

For further information about Tutor Doctor franchise opportunities, please visit tutordocoropportunity.com