

Franchise Owner Case Study!

Name: Josee Minero
Number of Units Owned: 6
Year of First Opening: 2017

Franchise Locations:

- Long Beach, California
- Santa Fe Springs, California
- Torrance, California
- Kansas City, Missouri
- Orlando, Florida
- Tulsa, Oklahoma

Overview:

Josee Minero is a multi-unit franchise owner within the AtWork system whose success is rooted in one core belief: she is in the people business. Across six locations in four states, Josee has built a business centered on relationships, trust, and helping people find meaningful work so they can provide for themselves and their families.

Business Performance:

Josee Minero's success is rooted in the people business. While her six AtWork locations generate millions in annual revenue, she still saw a 15% YoY growth last year. Josee measures performance by impact as much as numbers. Her consistent growth reflects trust built with clients, candidates, and teams across multiple states, driven by long-term relationships rather than transactional staffing. Which is why in a year where competitors in the staffing industry were flat or saw decline, Josee experienced growth.

Josee has scaled thoughtfully, expanding only where she sees genuine opportunity to serve communities and create meaningful employment. Her disciplined approach has made her one of the top-performing multi-unit owners in the AtWork system while maintaining strong culture and operational integrity.

Leadership and Team Development:

Josee is deeply committed to developing people at every level of her organization. She believes strong businesses are built by strong leaders, and she invests accordingly. Josee personally put her entire leadership team through formal leadership development training focused on values, emotional intelligence, and self-awareness.

Together, her team defined their core principles, with a simple but powerful mantra emerging: "Do the right thing." That principle now guides decision-making across all locations. The formal development training helped Josee and her managers better understand who they are as leaders, what motivates them, and how their own strengths influence the way they lead and inspire others. Thanks to the training, each leader knows their top strengths, displays them proudly, and uses them to better support their teams.

While Josee has successfully led teams for decades, the leadership development experience also challenged her to grow personally. Through the training, she gained deeper insight into her own strengths, motivations, and leadership style, enhancing how she connects with and supports her team. Even as a seasoned leader, Josee embraced the opportunity to learn, evolve, and lead with even greater intention and empathy.

Josee believes that strong leadership begins with self-awareness. By helping her managers understand their own motivations, strengths, and values, she empowers them to lead authentically and with purpose. Recognizing that she cannot be everywhere at once, Josee prioritizes developing confident, emotionally connected leaders who can support and inspire their teams. This investment in leadership development has strengthened her organization and fostered a culture rooted in trust, accountability, and growth.

Community Engagement:

Josee serves her community by helping people find rewarding work so they can support themselves and their families. She views staffing as deeply personal and ensures every job seeker is treated with dignity, respect, and urgency.

Her offices participate in local Chamber of Commerce events and community initiatives, but her greatest community impact happens every day through employment. Josee has personally stepped in to help walk-in candidates, placing individuals quickly when they needed work most.

One moment that defines her impact came when a man she placed in a job returned the next day with his wife and three children, who brought flowers to thank her. His new job meant the family could finally afford a trip to Disneyland. For Josee, moments like that are the true measure of success and why she's passionate about what she does; she and her team are making a real difference and changing lives.

Personal Story:

Josee Minero's story is one of bootstrapping. Inspired by her father, who taught her the value of hard work and self-worth, Josee built her career from the ground up. She began as a secretary and worked her way up to Vice President over a 40-year career in staffing, relying on determination, curiosity, and resilience rather than formal education.

In 2017, she took the leap into franchise ownership, launching her first AtWork location. Today, she owns six offices across four states and runs the business alongside her family. Her husband, now retired, contributed his sales expertise, her son supports marketing, and her daughter serves as Vice President of Operations. Together, they are building a legacy business rooted in service and values.

Josee is passionate about relationships and deeply fulfilled by helping others grow. When she hires employees, she tells them her responsibility is not just to employ them, but to help them grow as individuals and professionals. Giving back to her team is not optional, it is part of who she is.

Josee Minero is not just a high-performing franchise owner. She is a people-first leader who proves that when you do the right thing, success follows.

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