

Franchise Owner Case Study!

Name: Josephine Suryono
Number of Units Owned: 2
Year of First Opening: 2017

Franchise Locations:
- Sacramento, California
- Roseville, California

Josephine Suryono is a testament of entrepreneurial grit, innovation and purpose-driven leadership. As an immigrant from Surabaya, Indonesia, Josephine came to the U.S. to pursue higher education, launching herself into an engineering career that included working as a business analyst at Hewlett-Packard. But entrepreneurship was always in her blood as her mother owned multiple businesses back home, inspiring Josephine to follow in her footsteps.

Josephine made that dream a reality in 2007, opening a BounceU franchise. A few years later, while still operating two top-performing BounceU locations, she began planning her next move, one that aligned better with her passion for community. That led her to AtWork, a staffing franchise. She opened her first location in Roseville in 2017, followed by a second in Sacramento.

Launching a staffing business with no industry experience was daunting. Not only did she need to learn the industry, but she had to grow AtWork's brand awareness on the West Coast. "It was one of the toughest years I ever had," said Suryono. "We were knocking on doors and earning clients one conversation at a time."

Today, Josephine is one of the most successful AtWork owners. Her Roseville, CA, office was number one for the entire AtWork system in both revenue and gross profit. She worked with over 40 businesses last year, providing contingent and permanent workforce solutions to small businesses in the area, mainly in light manufacturing, administrative, IT, accounting, engineering and other professional sectors.

Suryono prides herself on building relationships with candidates and clients. She focuses on finding the right fit. This dedication has resulted in never losing a client – a rare feat. "We don't throw spaghetti at the wall. We spend significant time getting to know our clients before we partner with them," she said.

Josephine purposely leads a team of eight and believes empathy, multitasking, and adaptability make them particularly well-suited for the staffing industry. With community impact as her drive behind opening AtWork, her offices partner with local non-profits that support refugees rebuilding their lives in the U.S. and the local Employment Development Department to provide placement services during layoffs.

Josephine goes above and beyond when placing talent in jobs. For example, she advocated for accommodations for a skilled worker, coached a qualified engineering candidate after a challenging layoff period, and found a candidate a job closer to home so he could spend more time with his family. All of these provided life-changing positions for the candidates. "I believe every candidate has a home in the workforce and we are here to help them find it," said Josephine.

Josephine is also a respected voice among fellow franchisees. She participates in quarterly networking with other owners where they share best practices, financial insights, and ideas. She is always one of the first owners ready to try new programs. Josephine's story proves that with leadership, compassion and the right mindset, franchising can empower owners to lead with impact and purpose.

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