

A new team. A new project. And a pandemic.

Client Story:
Carefree transforms vacant
accommodation into vital breaks
for unpaid carers.

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Carefree



INTRODUCING

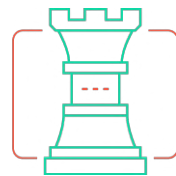
Carefree

“Great work life balance has always been a top priority of our charity,” said Joey Ceunen. “We were looking for tools to further promote that.” At the beginning of 2020 Carefree continued work on developing a new platform for their organisation. They expanded the team and many team members had never before worked together. There was a new workplace culture to instil. In a regular year, those are challenges enough. Then COVID struck.

In hindsight, it was almost serendipitous that Joey found Friday Pulse. Carefree began each week with a wellbeing “weather report” where employees reflect on how things are going through weather metaphors. To Joey, Friday Pulse was an easy digital extension of that.

Team members were very professional—they did what was needed and kept their emotions separate. With Friday Pulse, they began opening up and reflecting on their wins. It helped the team understand each other better.

“We weren’t used to working together. Friday Pulse helped us bond—even when we were remote and a new team, even through the pandemic.”



The Business Challenge

HELPING A TEAM BOND IN THE MIDDLE OF A PANDEMIC WHEN THEY’VE NEVER WORKED TOGETHER BEFORE.



Our Solution

- We measured weekly happiness scores and coached the team in how to discuss their results.
- Deployed a Culture Profile to help the charity understand their environment.
- Encouraged teams to bond over icebreaker questions and celebrate wins to help them understand what was important for each team member.



Impact

- ✓ By being able to keep happiness scores up, the level of work they produced was able to stay at a consistently high level. Through constant checking in with each other, the team was able to avoid any disastrous crashes.
- ✓ Issues that normally would never have been addressed are given time for discussion. Instead of bottling up frustrations, team members were able to move forward.
- ✓ Focusing on wellbeing helped the team know when they had taken on too much work or when their goals were too ambitious.



“ We had our first low score the other day. But that’s ok. We measured it. And we know that as we’re looking at what went wrong this week, we can learn and improve. **Friday Pulse makes emotions objective and measurable. And with that data we can do things better.**

“ We were convinced early on and could see [Friday’s] value right away. That buy in helped us solidify our attempts to improve our happiness scores. We’ve got types on our team that wouldn’t necessarily say, ‘This is how I’m feeling,’ or ‘I’m unhappy.’ They would be professional and do what they need to do.

Without Friday, we would never know how they were really feeling.



Friday, don't leave it another day

Book a demo to see how your organization can benefit from measuring and improving happiness – the ultimate people KPI.

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