

THE SHORT VERSION

# A shared challenge your group will actually finish.

Most group challenges start on borrowed energy and are gone by week three. The Team Cycle is built for the opposite: full weeks, no spare attention, no appetite to run an app. One email from you, thirty days of quiet rhythm, and a page to show for it only if you want one.

## 01 WHAT THE USUAL APPROACH COSTS YOU

### The week-three graveyard

Pledge walls, points, apps to log into. All of it needs spare energy, asked of people whose weeks are already full. It peaks at launch and quietly fades. Effort spent, momentum lost.

### The faff

Most challenges arrive as an app to download, an account to make, a thing to keep up with. The admin lands on one volunteer, and quietly becomes their job.

### The drop-off tax

Every new push lands as one more thing to keep up with. Run badly, a group challenge spends goodwill instead of building it, the precise opposite of the point.

WHY THIS IS WORTH IT

A shared challenge, done right, isn't another obligation. It's one of the few low-stakes things a busy group can *succeed at together, and small, achievable wins are what a group is actually held together by.*

## 02 HOW IT SOLVES IT

### → Built for the busy, not the devoted

Two minutes a day, no leaderboards, recovery built in. It doesn't collapse in week three, and no one drops out in shame.

### → It lowers the load, not adds to it

The list running in people's heads quiets down. It asks for two minutes, not a new habit of admin. It isn't one more thing to manage.

### → One email in, nothing to manage

Nothing to install, no platform to run, no one left holding the admin. We handle setup, nudges, letters and, if you want it, a page at the end.

## 04 HOW IT RUNS

- 1 You send one email.** We draft it and hand you the joining codes. Each person joins from their own phone in under a minute. No accounts, no installs.
- 2 Thirty days of quiet rhythm.** A two-minute daily check-in, one short read, a letter every Sunday. It runs itself. No one in the group manages a thing.
- 3 You get a page, if you want one.** Who took part, what held, the shape of the month, on one page for a funder, a committee, or just yourselves. If you don't need it, it simply ends.

## 03 WHAT YOUR GROUP CARRIES AWAY

### MINDSET

A daily reframe trades helplessness for quiet agency, the antidote to feeling it's all too much.

### FOCUS

Less weighing on people at home reliably spills into lighter, steadier weeks.

### MORALE

A calm shared thing that asks little and gives back. A group that does something together, gently.

### COHESION

Everyone on the same gentle rhythm, a shared thread that isn't about who does most.

### FIXED PRICES, PUBLISHED

**The Team Cycle** £950  
up to 25 people · page if you want one

**The Pilot** £2,500  
up to 50 · + group survey

**The Programme** £4,500  
up to 200 · + per-group reporting

**Privacy, stated plainly.** Check-ins stay on each person's device. Anything you get back is aggregate or nothing. There is no individual reporting, ever, and nothing for anyone to download.

**One email from you. Thirty days. A month your group finishes.**

Book a 15-minute call · [start@calm-progress.com](mailto:start@calm-progress.com)