

THE BUSINESS CASE

A sustainability programme your people will *actually finish*.

Most workplace wellbeing and ESG initiatives launch loud and are gone by week three. The Team Cycle is built for the opposite: **stretched people, loud weeks, no spare attention**. One email from you, thirty days of quiet rhythm, and a report your board can use.

01 WHAT THE USUAL APPROACH COSTS YOU

The week-three graveyard

Pledge walls, points, dashboards to log into. All of it needs spare energy, asked of the busiest people in the building. Participation peaks at launch and quietly fades. Budget spent, cynicism earned.

The proof gap

Boards, clients and B Corp files now ask for credible sustainability and wellbeing evidence. Box-ticking is visible, and good intentions don't survive a review without numbers behind them.

The morale tax

Every new initiative lands as one more thing to manage. Run badly, a wellbeing scheme spends goodwill instead of building it, the precise opposite of the point.

WHY THIS IS WORTH YOUR ATTENTION

A sustainability ritual, done right, isn't a cost centre. It's one of the few shared, low-stakes things a stretched team can *succeed at together*, and small, achievable wins are what morale is actually built from.

02 HOW IT SOLVES IT

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

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

→ **It lowers mental load, not adds to it**

The list running in people's heads quiets down. That calm follows them back to the desk. It isn't one more task.

→ **One email in, one page out**

Nothing for IT, no platform to manage, no one assigned to run it. We handle setup, nudges, letters and the report.

03 WHAT YOUR TEAM CARRIES AWAY

MINDSET

A daily reframe trades helplessness for quiet agency, the antidote to climate fatigue.

MORALE

A calm shared thing that asks little and gives back. The company seen to give, not demand.

FOCUS

Less load at home reliably spills into sharper attention at work.

COHESION

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

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 on your side manages a thing.

3 You get the report. Participation, habits held, estimated savings and CO₂ avoided, on one page for a wellbeing review, ESG narrative or B Corp file.

Privacy, stated plainly. Check-ins stay on each person's device. The report is aggregate or nothing. There is no individual reporting, ever. Most IT reviews end at that sentence.

FIXED PRICES, PUBLISHED

The Team Cycle £950
up to 25 people · report included

The Pilot £2,500
up to 50 · + survey & readout

The Programme £4,500
up to 200 · + dept reporting

One email from you. Thirty days. Numbers you can stand behind.

Book a 15-minute call · start@calm-progress.com