



# GET STARTED WITH THE SUSSEX 4 DAY WEEK STUDY



# So, you're considering adopting a 4 day work week...

But how do you get started? What are the likely impacts, and how can you best prepare for a smooth transition into a new way of working – ensuring that you **reap all the potential benefits?**

## THIS GUIDE IS DESIGNED TO HELP

Based on our experience working with SMEs as part of a UK-wide research project, we've collected some of their most common challenges, solutions and observations. You'll also find a series of tips and questions within to help you **prepare before taking the next step.**





# WHY DO YOU WANT A 4 DAY WEEK FOR YOUR BUSINESS?

Perhaps you've heard about the health and wellbeing benefits of an extra day's rest. Maybe you're keen for your business to reward and retain loyal staff or attract new talent.

You might even recognise that reducing the hours worked each week can help businesses to become more efficient and productive.

These are all strong reasons to see whether a 4 day week can work for your business – but a vital first step is to define which outcomes are most important for you.



Health & Wellbeing



Productivity & Efficiency



Recruitment & Retention



Brand & Marketing

# HOW DO YOU WORK AT THE MOMENT?

No two workplaces are exactly the same. We believe that there is a 4 day week to fit the shape of every business, but everyone has different challenges to consider.

Take the time to consult with different team members from across the business and build up a clear picture of what a typical day and week at work are like.

## **Here are a few variables to look out for:**

- How many people are there in each team?
- Are any of your staff on a part-time contract, and which parts of the business do they work in?
- Which teams depend on or report to each other?
- Are there any areas of the business that need to be staffed full-time?
- How are their days structured? Do they follow the same pattern or is every day different?
- Do they have regular meetings at the same time every week?
- Do they spend most of their time in one place or visiting different locations?
- Is their work primarily desk-based, face-to-face with customers, or a combination of the two?
- Do they already work remotely? Do you have a hybrid or flexible work policy?

**DON'T HAVE THE TIME? WE CAN HELP WITH THIS CONSULTATION PHASE AND FIND THE ANSWERS**

# HOW WILL YOU MEASURE SUCCESS?

Think about what you're hoping to achieve from your switch to a 4 day week. How will you be able to measure if it has happened? Are you already collecting the information and data that will help you to make an informed comparison before and after?

Over the next few pages, we'll look at each of the four areas where the 4 day week has been shown to benefit the businesses we've worked with.

Some of these are standard KPIs that we always measure as part of our research. We've also included a few ideas for custom KPIs that some of our clients have collected for us to analyse.

Think about what else is important to your business and how you are currently capturing analytics data around it. If you're not currently measuring it, how might you start - perhaps with our help?



# HEALTH AND WELLBEING KPIs

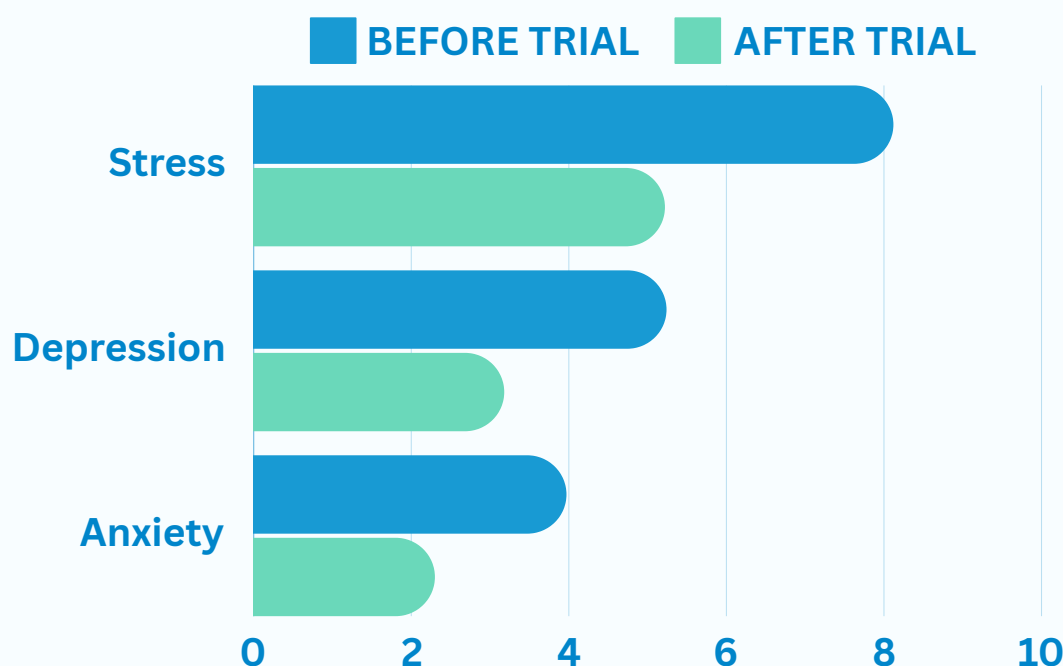


You may already be tracking, or plan to track metrics relating to the **health and wellbeing** of your team:

- Days taken on sick leave
- Self-reported, anonymous mood and wellbeing data

The S4DW team measure changes in **mental health, physical health, and wellbeing** during the trial period. This includes symptoms of stress, depression, and anxiety, as well as how well staff sleep, and their physical activity levels. We also track burnout, and ability to switch off from work at the end of the day. This gives us a comprehensive overview of **health and wellbeing changes**.

## STRESS, DEPRESSION & ANXIETY LEVELS BEFORE AND AFTER THE 4 DAY WEEK TRIAL\*



\*Weighted averages based on self-reported scores against a four-point scale for a range of clinically recognised indicators of stress, depression and anxiety, before and after a 12-week trial period (sample of 67 employees from 11 different employers).

# PRODUCTIVITY & EFFICIENCY KPIs



We include several weekly survey questions related to employees' self-reported job performance as part of our data gathering during any 4 day week trial.

This group of KPIs are best supported by a robust approach to measuring productivity and efficiency.

- How do you currently measure job performance?
- Time-tracking software to show hours spent working on different clients/ projects/work areas?
- Formal performance metrics (e.g. number of sales calls, chargeable hours or customers served)?
- Overall sales and revenue generated across the business?

Measuring productivity and efficiency can sometimes involve a shift in perspective, from focusing on the time spent on work, to the outcome of that work.

If your business is built around charging for services by the hour, what changes would it take to focus on the outcome of your work instead?





# WORKPLACE BENEFITS OF THE 4 DAY WEEK



## GOAL ATTAINMENT IMPROVED BY 6%

Mean average improvement in weekly self-reported scores against a five-point scale for completion of 5 work goals for that week.



## TASK PERFORMANCE IMPROVED BY 6%

Mean average improvement in weekly self-reported scores against a five-point scale for seven measures of successful task performance.



## WORK ENGAGEMENT IMPROVED BY 7%

Mean average improvement in weekly self-reported scores against a seven-point scale based on the Utrecht Work Engagement Scale.



## PERSONAL ACCOMPLISHMENT IMPROVED BY 9%

Mean average improvement in weekly self-reported scores against a seven-point scale based on the Maslach Burnout Inventory.



# RECRUITMENT & RETENTION KPIs



Recruitment and retention statistics can be more difficult to interrogate than some other numbers, because they are generally based on a smaller, longer-term data set. You may want to measure:

- The number of applicants for positions advertised
- The proportion of new hires completing a probationary period
- The proportion of employees who stay with the business past 1,2 and 5 years

In the short term, we also interrogate self-reported data to understand your employees' job satisfaction, engagement and sense of loyalty to the business before, during and after the trial period.



## Client Testimonial



The positivity of staff and the belief the company's values were the strongest result. It's always felt like the right thing to do, an instinct really.

We have always been ultra-flexible, but committing to the four day working week meant we were being really clear about trusting people and encouraging flexible working.

**Anthony Mayfield**  
CEO, Brilliant Noise

# BRAND & MARKETING KPIs



The impact of adopting the four day week on your brand and marketing efforts can be hard to quantify, but your marketing team may already be looking at certain data that can be adapted for this purpose:

- **Media coverage:** have you featured in any press stories, and how many people did they reach?
- **Social media:** what has been the engagement with, and sentiment around posts mentioning your adoption of the four day week?
- **Brand association:** do you collect customer feedback, and could it incorporate questions about whether customers know that you have adopted a four day week, as well as their responses to it?



## Client Testimonial



Our brand is about innovation, embracing new ideas and practices.

The 4 day week is one of the biggest shifts happening in the world of work right now, and we want to be able to speak with authority to our members about how they can make it work.

The only way we can do that is by experimenting ourselves.

**Nigel Lambe**

CEO, Sussex Innovation

# TRIAL TIMELINE



DISCUSS



PREPARE



TRIAL



ASSESS

Measure	Week BL 1	Week BL 2	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Regular workplace & wellbeing questionnaires														
Baseline & end workplace questionnaires														
Baseline & end wellbeing questionnaires														



# WHAT'S NEXT?

Once you've read through this guide and feel interested in how a four day week trial might look for your business – **get in touch!**

## GET IN TOUCH!

Every business is different, and you may very well have unique questions that aren't answered above.

If so, our experienced researchers are happy to help.



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**Visit our website:**

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