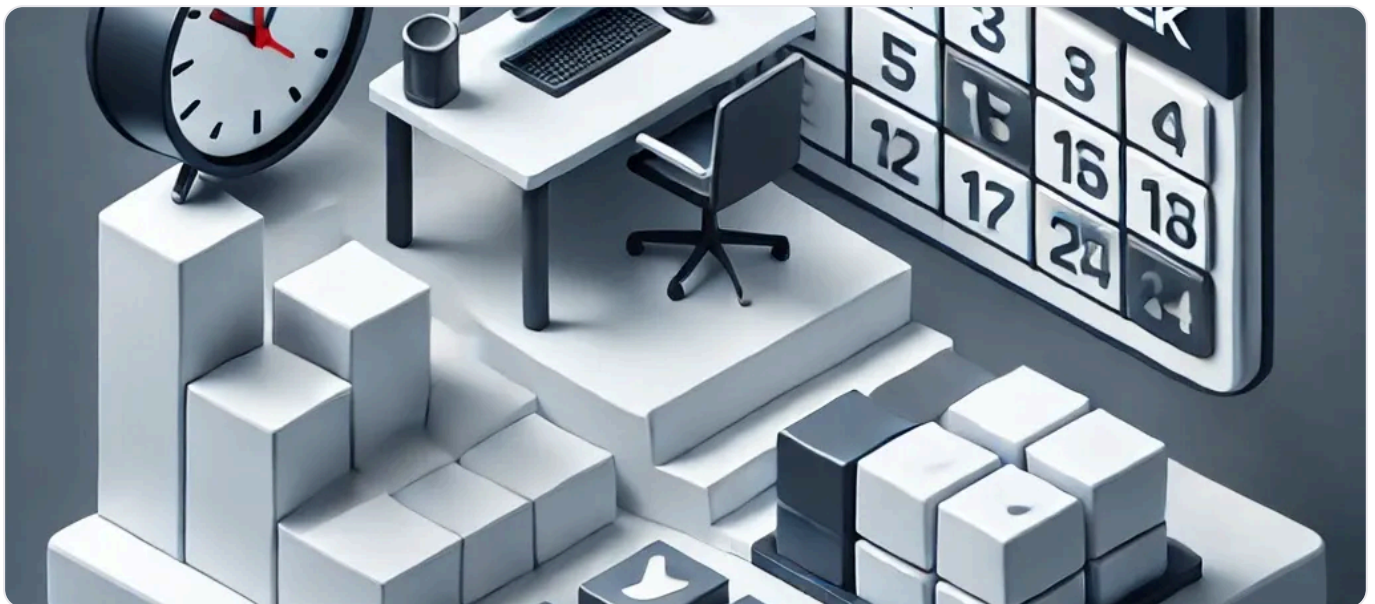


PRESS

These Canadian companies switched to a 4-day work week. Here's why.

A growing number of Canadian companies, including Sensei Labs, are adopting a four-day work week, following positive results from a pilot project led by 4 Day Week Global and Boston College.

Sensei Labs July 31, 2023



Our very own Ayesha Khan, Principal Customer Success Coach, was interviewed by the CBC about our adoption of a 4 Day Week. Here's a summary of the article:

A growing number of Canadian companies are adopting a four-day work week, following positive results from a pilot project led by [4 Day Week Global](#) and [Boston College](#). The initiative, which studied 41 companies in North America, showed significant improvements in employee well-being, retention, and productivity, without affecting revenue. Ayesha Khan, who works for [Sensei Labs](#), highlights the personal benefits, such as having more time for family and self-care.

Participating companies reduced work hours while maintaining full pay, and many, like Montreal-based [L'Abri](#), found that their employees became more focused and productive. The project allowed flexibility in how companies reduced hours, with some opting for a 35-hour work week between Monday and Thursday. These changes resulted in improved work-life balance, which in turn boosted team morale and efficiency.

Praxis PR, another participant, saw a 25% reduction in personal and sick days, as well as a 15% drop in time spent on internal administrative tasks. The company took a staggered approach, with half its workforce taking Monday off and the other half taking Friday off, ensuring full client coverage throughout the week. Co-founder Maureen Juniper described the change as life-changing and beneficial for business efficiency.

The key takeaway from the study is that the four-day work week has the potential to reduce employee burnout and improve work-life balance without compromising business performance. The success of this model depends on factors like company size, industry type, and the flexibility of work roles.

Companies that have successfully transitioned are seeing not only happier employees but also more efficient operations, with reduced absenteeism and higher retention rates. However, more research is needed to understand how scalable the model is across different types of organizations.

As businesses continue to evolve in the post-pandemic landscape, the four-day work week is emerging as a viable option for companies seeking to boost employee satisfaction and productivity. Though the model may not be universally applicable, it offers a glimpse into how modern work environments can adapt to better serve both employees and employers. With further studies and a broader range of industries, the potential for a more widespread adoption of the four-day work week is growing.

Read the original article on the CBC's website: [These Canadian companies switched to a 4-day work week. Here's why.](#)

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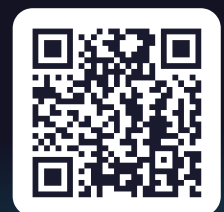
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