THREADWELL × WOBBLY GOAT ANALYTICS

Year one

Annual value review · August 2027 · 60 minutes

A YEAR AGO

Where you started

3

senior engineers resigned in one quarter

15%

of teams still came to escape rooms

3.1

out of 5 for “I can get help from other teams”

WHAT WE AGREED AT KICKOFF

Success, in your words

01 No more senior engineering resignations citing disconnection this year.

02 At least 60% of teams join an experience each month by month 3.

03 Engineers rate “I can get help from other teams” higher.

RESULTS

All three met

RESIGNATIONS CITING DISCONNECTION

0

One senior engineer left this year, citing relocation.

Met

MONTHLY TEAM PARTICIPATION

72%

Up from 15%. Target was 60%.

Met and exceeded

HELP FROM OTHER TEAMS

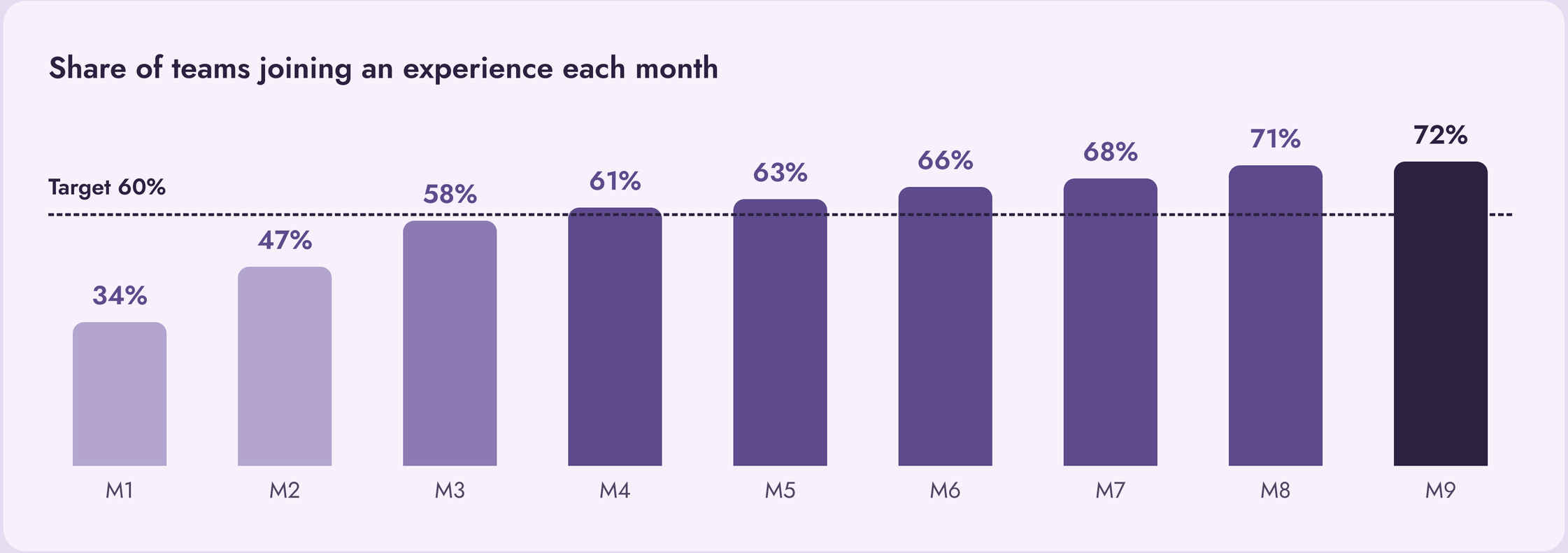
3.8

Up from 3.1, out of 5.

Met

THE YEAR IN ONE CHART

Above target since month 4



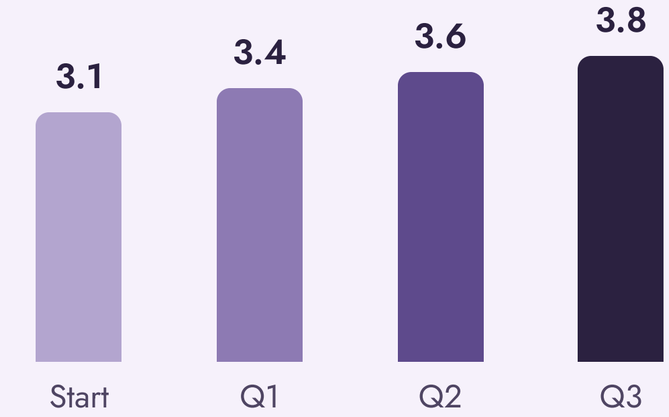
WHAT DIDN'T WORK, AND WHAT WE CHANGED

Two misses, two fixes

MISS	CHANGE	NOW
Portugal attendance stuck near 40%	A Lisbon friendly slot from month 6	Portugal attendance at 58%
Month 5 sessions clashed with a release	No sessions in release weeks	Growth every month since

WHAT YOUR TEAMS SAID · TEAM LEVEL

Teams feel the difference



Practical beats playful

Sessions built around real problems stayed the top rated all year.

Engineering and product meet by choice

Both teams now plan their joint session themselves.

New hires want in sooner

People who joined this year asked for their own connection circle.

Themes summarized by AI from pulse surveys, reviewed by the CSM. No individual answers are shared.

THE YEAR AHEAD · OUR RECOMMENDATION

Renew, and bring everyone in: 275 people

All three of your measures met

35 newer people aren’t covered yet, and they’re the most at risk

Lisbon slots and the annual offsite built into the calendar

Pricing comes in the renewal proposal, with Tom and your finance team.

THE ROAD TO RENEWAL

From today to November 2



AUG 4 · TODAY

Value review with Priya and Tom

SEP 3

Renewal proposal to Tom, Priya copied

OCT 3

Signature target

NOV 2

Renewal date

Thank you

A year ago three people walked out. This year your teams chose to show up for each other.

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