THREADWELL × WOBBLY GOAT ANALYTICS

Welcome aboard

Onboarding kickoff · November 2026 · 45 minutes

WHY WE'RE HERE

Good people were leaving, and the old fixes stopped working.

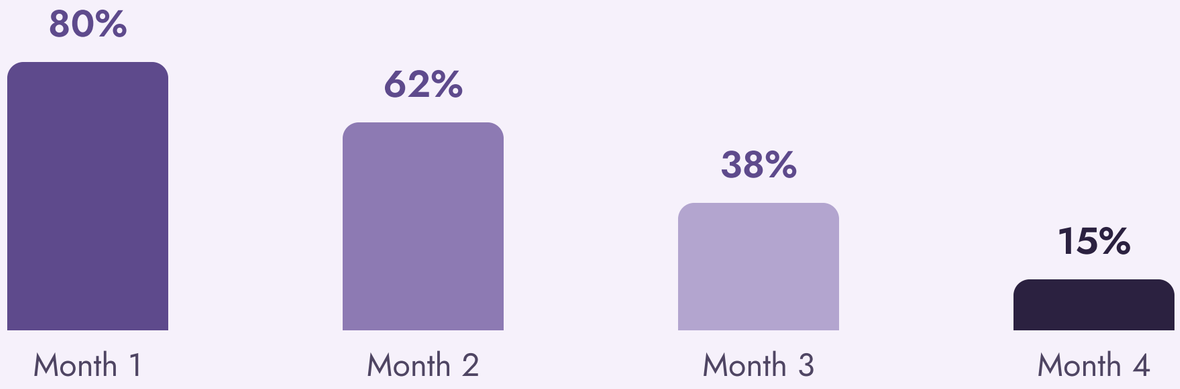
3

senior engineers resigned last quarter

240

people across the US and Portugal

Escape room attendance, first four months



SUCCESS, IN YOUR WORDS · DRAFT

What would tell us this worked?

01

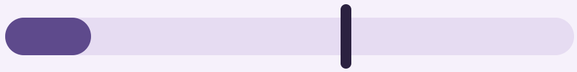
No more senior engineering resignations citing disconnection this year.

3 → 0

Last quarter → target

02

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



Today 15% · Target 60%

03

Engineers rate “I can get help from other teams” higher on the next survey.



Today 3.1 out of 5 · Target: higher

Draft for today. We’ll agree the final wording together.

PLAN FOR SKEPTICS

Bringing everyone along

Group	Might resist	Frame it as	What wins them over
Engineers	“Another forced fun thing”	Fewer handoff headaches with product and sales	A first session built on a real cross team problem
Managers	No time	Help with retention, already their problem	A 30 minute preview, not a training
Leadership	Unclear return	The cost of replacing three senior engineers	A simple monthly retention and attendance view
Everyone	Initiative fatigue	Optional, short, useful	A first session that ends on time with one practical takeaway

THE FIRST 30 DAYS

From signed to first experience

Day 30 milestone

Week 1

- Admin setup with Tom
- Kickoff call (today)
- Success measures agreed

Week 2

- Manager preview session
- First experience chosen with Priya

Week 3

- Opt in invitations out
- Facilitator confirmed
- Time slots for the US and Portugal

Week 4

- First experience delivered
- Pulse survey sent

THE NEXT 60 DAYS

Three experiences, matched to your teams

MONTH 1

Solving a real cross team problem

Facilitator with an engineering background. Engineers trust someone who speaks their language.

MONTH 2

Engineering and product, together

Facilitator skilled in collaboration between teams. The real friction sits here.

MONTH 3

Leading across generations

Leadership coach experienced with mixed age teams. Managers asked for this.

Day 90: check in with Priya on all three success measures.

HOW WE WORK WITH YOU

Every experience is opt in. You'll see team trends, never individual answers.

AI handles reminders, surveys and scheduling. A person makes every decision that matters to your team.

NEXT STEPS

Before we meet again

TOM

Complete the setup checklist. It arrives today.

PRIYA

Share your latest engagement survey highlights.

THREADWELL

Invite your managers to the week 2 preview.

Questions, worries, ideas? Bring them anytime.