



## Client Stories

### ProSearch

Corporate discovery the way it should be • 200 people

# Driving a competitive edge through a focus on happiness at work

*“Our experience has been that cultivating happiness can lead to employees who are confident, engaged, and (yes), happy. Happy employees take pride in being experts in their job and are well-suited to collaborate. Our overlapping Communities of Practice ensure people are well-supported to flawlessly execute. Individuals are recognized for their work, which leads to opportunities for growth, which fuels happiness and satisfaction. This engenders a culture characterized by both high performance and low attrition, which allows our team members to develop substantive relationships with our clients.”*

**Dr Gina Taranto, Executive Director and Happiness Sponsor, ProSearch**



ProSearch is one of the most trusted companies providing eDiscovery solutions to fortune 500 corporations and their legal departments. In 2014, they hit on the idea that a focus on happiness would help employees thrive in an industry defined by fast-paced technological innovation. On their journey to learn about organizational happiness, ProSearch have worked with Friday to train champions and leaders in the science and the use of happiness data to make improvements. All key drivers of happiness moved “into the green” in 2018, showcasing what can be done when wellbeing initiatives provide skills and data direct to teams so they can act responsively.

#### The business challenge

To lead an industry that continuously evolves with advancing technology and innovation.

#### Our solution

- Weekly and monthly measurement of happiness and its drivers.
- Expert support to senior leaders in the interpretation of happiness data and its business implications.
- Training for champions and leaders in the science of happiness and its improvement.

#### Impact

- Improved work culture, evident in high scores across every driver of happiness.
- Lower staff attrition and improved client relationships.
- Weekly reporting and prioritisation of people issues at senior level.
- The development of an employee-designed intranet to help colleagues feel more connected.

# ProSearch: The full story

As ProSearch enter their third year of measuring and improving happiness, they are seeing their highest scores yet. 200 employees reflect and discuss happiness each week, paying attention to how things change over time. Dr Gina Taranto has written about how happiness drives success at ProSearch in this article. Friday helped ProSearch define their approach.

## Putting science into practice

ProSearch first heard about the science of happiness – and its potential to drive business success – at a conference in 2014. Inspired by discoveries in the field of positive psychology showing that happiness leads to success through increased capacities to think creatively, manage complexity and forge strong social relationships, leaders wanted to make ProSearch a happy place to work. The question was how?

For ProSearch the ‘how’ of happiness at work began with measurement. Once ProSearch had put a number on their happiness, they had something tangible to work from and towards. With the support of subject experts at Friday, ProSearch learned to interpret employee feedback through the lens of happiness and its drivers. At the outset, this enabled leaders to figure out which strategic initiatives did and did not affect the experience of ProSearchers. Over time, this learning has cascaded through the organization, enabling teams to make sense of their own happiness and take ownership over its improvement.

*“We have a feedback system now. There has been an overt effort to identify issues that may be decreasing happiness from some team members and raise morale when dips are noted”*

**Employee at ProSearch**

Building emotional intelligence through continuous listening  
Friday helped ProSearch establish a weekly and monthly rhythm for measuring happiness. In 2016, the founders announced at an all-hands meeting that they were going to take the brave step of asking colleagues about their happiness at work.

At the Senior Level, the use of Friday has led to greater openness and transparency – and more venues for happiness to be discussed – including the quarterly town hall meeting and weekly business development meetings.

## Training in happiness

In response to staff feedback that training workshops would help them use happiness data to affect change, ProSearch asked Friday to train a core group of 10 employees – Happiness Champions – who could go on to support improvement efforts internally.

Friday delivered a series of 8 participatory video workshops putting happiness science and theory into practice. The syllabus covered the power of positive emotions, the Five Ways to Happiness at Work, best practice on team conversations about happiness, frameworks for interpreting results and agreeing team priorities and tips for tracking progress. The workshops created the opportunity for Champions to practice at listening, facilitating, and advocating for change. In turn, the Champions seeded a lot of the science into teams – cascading knowledge and skills around a happiness approach.

At the end of the training, the champions presented their recommendations for low cost, high impact programs that would strengthen the culture at ProSearch. Within weeks, an employee-led initiative built an internal website that colleagues could use to post photos and descriptions of activities that ProSearchers were engaged in and out of the workplace. FRANK (depicting transparency) was launched in December 2017 as a vehicle to also share important company information. In fact co-founder and CEO Julia Hasenzahl regularly posts business results, new initiatives and important client developments. Employee driven community fundraising events and other similar events are also communicated through FRANK. The ProSearch champions created an amazing communication platform!

## Into the green

In Spring 2018, ProSearch’s dashboard in Friday turned green. On average ProSearchers scored happiness and all its key drivers above 70 out of 100. As an organization they continue to experiment and invest in happiness, living by company values to work as one team, empower others and deliver incredible work product to clients.