

One company, one challenge. *Every step counted.*

LÜLA was the first organisation to run Whole for Teams. From 7 September to 12 October 2026, 26 employees in four teams took part in Every Step Counts, a team challenge across body, mind and soul.

26

employees taking part

4

teams, each with a shared goal

3,945

points earned together

5

weeks, one longer than planned

THE BRIEF

A challenge for *the whole company.*

Most workplace challenges are won by the people who were already running before it started. Everyone else finds out on day three that they are not going to catch up, and quietly stops.

Every Step Counts was written the other way round. The goal was for a whole company to take part, including the people who would never enter a step count, so the rules were built so that a five-minute stretch at a desk counted, and so that being fit did not let anyone run away with it.

Each activity counts once a day. No day is worth more than 30 points. No rankings, no streaks, no penalties.

THE SHORT ANSWER

Every person got their own daily plan, every team got a shared goal, and nobody was ranked against a colleague. Over five weeks the company earned 3,945 points from walks, breathwork, reflection, time outside and time with each other. LÜLA asked for the challenge to run a week longer than planned, and it did.

HOW IT WORKED

Each day a member's plan on Whole offered one body, one mind and one soul activity, rotating through the week, with the other six always one tap away. Teams were set before day one, LÜLA had guided practices recorded for its people alone, and the finish came with a film revealing the winning team.

THE NINE ACTIVITIES

● BODY

10-minute walk **5 pts**
5-minute movement break **5 pts**
30-minute movement session **10 pts**

● MIND

5-minute breathwork **5 pts**
5-minute reflection / journaling **5 pts**
15-minute mindfulness / focus **10 pts**

● SOUL

10 minutes outside **5 pts**
10-minute connection moment **5 pts**
20-minute intentional recovery **10 pts**

THE RESULT

3,945 points, *four teams.*

Team 1 finished on 1,680, almost twice the next team. Because no one could earn more than 30 points in a day, no single person could carry a team. Points came from showing up, together, across the weeks.

As the planned end approached, LÜLA asked to keep going. The challenge was extended by a week, to 12 October 2026, without anyone having to re-enrol.

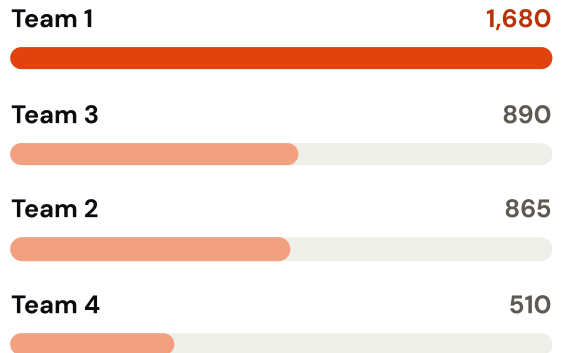
PRIVACY

What LÜLA *could and could not see.*

LÜLA's admins saw team totals and how many people were taking part. They never saw an individual's points, check-ins or reflections, and neither did teammates. Any figure covering fewer than five people is withheld, on the dashboard and in this case study.

That is not a setting LÜLA chose. It is how Whole reports to every employer, enforced where the data is queried rather than hidden in the interface.

FINAL POINTS BY TEAM



3,945 points in total. Standings were hidden while the challenge ran and revealed once the last day closed.

WHAT WE CHANGED

A pilot is *for learning.*

We expected to find things, and we did. Each fix went live while the challenge was running, so LÜLA's own people got it.

- 01 Day one: members could not see their team on the community tab. **By that evening it was the first thing on it.**
- 02 Day two: people asked how to log an activity. **The same day, a plain-language guide anyone could open.**
- 03 Workouts people already tracked did not count. **From day three, they did.**
- 04 Week three: **team encouragement, and team photos shared only once everyone in them agreed.**

Run a challenge *with your team.*

A pilot on Whole is thirty days, a cohort you choose and the measures you care about, with a report at the end that makes the case or does not.

joinwhole.app/teams