

These startups tried the 4-day work week and it worked



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High attrition and WFH during the pandemic has highlighted the need for better work-life balance

Back in 2016, Beroe Inc, a procurement intelligence firm, was trying to tackle two problems at the same time — one of attrition and the other of productivity. Anand Narayanan, VP and head of marketing and HR at the company, felt that addressing the need for a work-life balance was the way to boost employee morale, but wondered if more time off would worsen their productivity problem.