



CASE STUDY

# The Impact of Founders First

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How REVGEN used Founders First to achieve 33% higher job retention and 300% higher job performance in a sales team.

Presented By

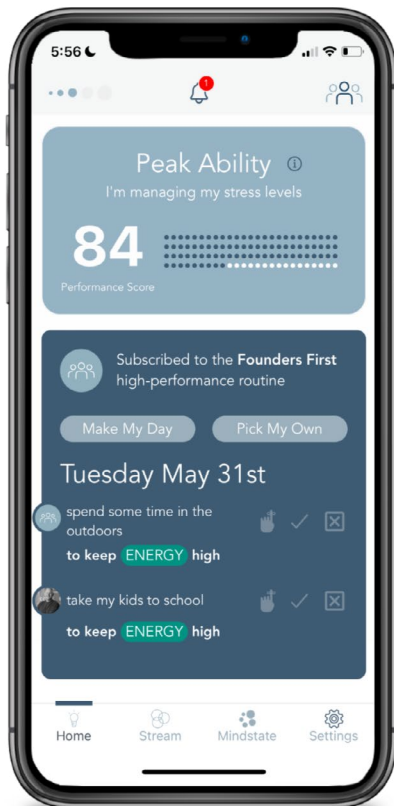


Founders **First**

# Introduction

From March to June 2022 we studied twenty-two sales development representatives (SDRs) using the Founders First mental wellness app. The objective was to understand their level of engagement with the app's self-awareness and self-care practices and see if levels of app engagement correlated with levels of job retention and job performance.

All SDRs in the study group were new hires who were trained and began sales development efforts during the ninety-day test period. Job retention was measured as the percentage of SDRs still with the company at the end of the study period. Job performance was measured as the percentage of SDRs who achieved their sales quota at the end of the study period.



## Process

The Founders First app was made available to fifteen sales reps. The remaining seven sales reps did not have the opportunity to participate.

Four of the sales reps who had access to the app did not meet the minimum levels of engagement required to be considered app users.

Together with the reps who did not have access to the app, they formed a control group of eleven reps composed of non-users and disengaged users that we compared to the group of eleven app users over the measurement period.

# Engagement

Overall weekly engagement was 70% over the study period, and there was a wide spread in engagement levels per sales rep.

The more engaged half completed 300% more self-awareness interactions, completed 1,900% more self-care activities, and reported 200% more emotional improvements than the less engaged half.

200%

More Emotional  
Improvement

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300%

More  
Self-Awareness

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19x

More Self-Care  
Activities Completed



"The Founders First app has become an important tool for me in my daily work life."

"Having the app aided me to start my day with self-reflection, so I can acknowledge where I am mentally, and create a plan for how to best approach the day.

It's helped me to understand where I should prioritize my energy which has helped in easing the anxieties that come up in my day-to-day life as an employee."

- **Kalese Warfield**

Sales Development Representative, REVGEN

# Company Impact

The more engaged half of sales reps saw 30% higher job retention and 233% higher job performance than the lower half of engaged SDRs.

The most engaged quarter saw 33% higher job retention and 300% higher job performance than the lower half of engaged SDRs.

## More Engaged Half of Sales Reps Experienced


**30%**  
Higher Job  
Retention

**233%**  
Higher Job  
Performance

## Most Engaged Quarter of Sales Reps Experienced

**33%**  
Higher Job  
Retention

**300%**  
Higher Job  
Performance



“When looking at the statistics, it is very clear that those who participated in the program are not only sticking around longer but they are producing more outcomes.”

- **Chelsea Overbey**  
Director of Human Resources, REVGEN

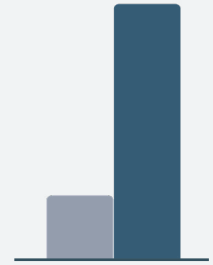


# Key Takeaways

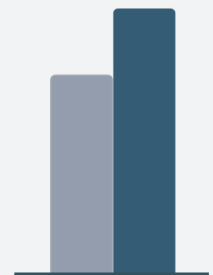
Over a ninety day period we observed that our mental wellness app delivered significant improvements in job retention and job performance in a study group of 22 sales development representatives (SDRs).

**This study is the first of its kind to show that mental wellness practices can deliver the high level of behavior-change required to support corporate objectives.**

Among the most engaged participants,  
**Founders First:**



Increased Job  
Performance by 300%



Increased Job  
Retention by 33%



“As stress and anxiety are at all time highs across the workforce, ineffective coping mechanisms are driving chronic burnout and plummeting personal performance.

With this study we’ve demonstrated that the Founders First mental wellness app can deliver higher job retention and job performance at scale in just ninety-days.

This is the moment where mediocre companies will continue backfilling and training teams full of low performers, and great companies will accelerate past them by supporting their entire teams with high-engagement mental wellness tools that drive significant business results.”

**- Aaron Houghton**

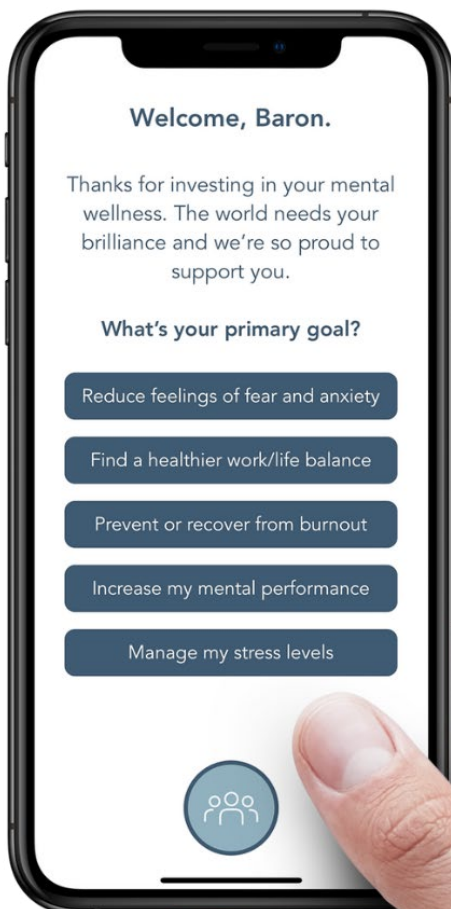
Founder and CEO, Founders First

# What is the Founders First app?

The Founders First mental wellness app uses psychology-based behavior change to teach and inspire healthy habits for managing stress. Based on psychological performance programs created within the Olympic training, extreme athletics, and military special operations communities, the app delivers proven techniques for reducing instances of burnout and increasing personal performance while under pressure.

The Founders First app is designed to support team members in achieving their individual mental wellness goals by allowing them to constantly measure both how they are feeling and the actions they are taking to support their minds.

Through the app, team members also support each other and celebrate their wins together.



## Why Now?

Corporate teams are experiencing burnout, depression and anxiety at the highest rates they've ever seen while productivity and job retention rates are falling.

Passive learning tools like Headspace fail to help 90% of team members and workshops and trainings aren't scalable.

Founders First is different because each team member experiences an emotional support program tailored to their greatest opportunities for growth, enabling self-awareness and self-care that delivers higher job retention and increased job performance, in an automated platform at scale.



# About Founders First

Founders First uses the power of psychology-based behavior change to improve the retention and performance of corporate team members. Our mental wellness app increases team retention by 33% and raises the performance of team members by 300%.

Olympic medalists train for a maximum of thirty hours each week, professional athletes visualize game-winning shots before they shoot them, and fighter-jet pilots sleep a minimum of eight hours every night. Each of these disciplines has a clear playbook for delivering high-mental-performance year after year across large teams.

## **Does your company have a high-performance playbook?**

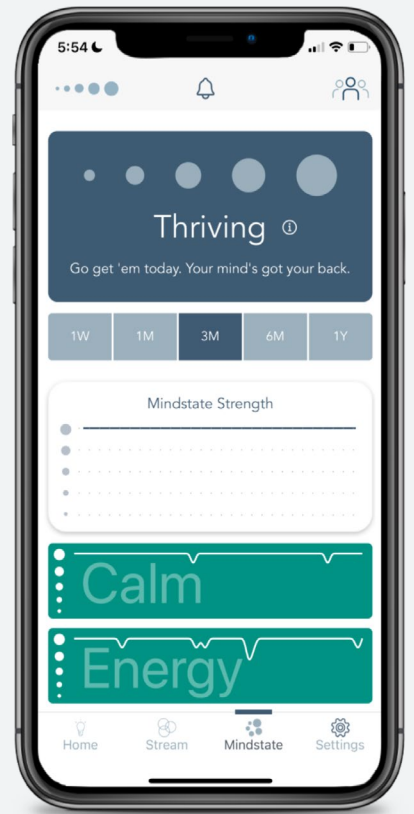
The Founders First app decodes the DNA of your high-performers and motivates, trains and holds the rest of your team accountable to be just like them, building the playbook for sustained high-mental-performance in the discipline of your unique business.

If you're ready to build a high-performance team that stays in their jobs and delivers three times the performance every day, we should talk. Let's build your playbook together.



# REVGEN used the Founders First mental wellness app to supercharge their sales team. Now, it's your turn to empower your team with the support they need to triple their performance

If you're interested in learning more about the results that Founders First can deliver for your company, click the button below to get started, or visit our website at [www.foundersfirstsystem.com](http://www.foundersfirstsystem.com).



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