THE IDEA

The UAE’s 2026 Year of Family centres family closeness and everyday time together. I’d turn that context into an ADNOC employee activation.

Let your family write the next brief.

I’d give participating employees an extra paid family day, practical support and a simple invitation: come back with a story.

Here's the idea!

THE FAMILY BRIEF

For one day, they set the agenda.

Open a Family Brief Desk. Each employee agrees a plan with their family and submits it.

It could be cooking together, taking a long-postponed trip or visiting someone they keep meaning to see.

Let the people sharing the day help choose it.

THE PROVISION

Put time and cover behind the invitation.

ADNOC funds an extra paid day, planned cover and a modest activity or travel allowance.

HR and operations help make the date possible. Build a workable option for different roles and family circumstances.

The benefit has to be usable before the campaign starts.

THE ACTIVATION

Come back with a story.

Hold voluntary workplace story exchanges on work time.

Invite a paragraph, a voice note or a conversation about what the family chose and what happened.

People receive the day whether or not they share a story. The time with family remains theirs.

THE VALUE

Count the days that happened.

How many family days were actually taken? Which plans did they make possible? What would people like to do again?

Employees get time and support. Families help decide how to use it. Consenting stories show what the provision enabled.

A Brief From Home.

that's the point.