



Case Study

Soudah Development: Strengthening Employee Wellbeing and Career Growth During Organisational Expansion

Soudah Development is a closed joint-stock real estate development company owned by the Public Investment Fund of Saudi Arabia. It is leading one of the Kingdom's strategic tourism and infrastructure initiatives to create a year-round luxury mountain destination in Soudah and parts of Rijal Almaa in the Aseer region. The project spans over 630km², harnessing natural beauty, cultural heritage, and sustainable tourism infrastructure to attract millions of visitors and generate long-term economic benefit.

The Challenge

Soudah Development is building a high-profile, year-round luxury mountain destination in Soudah and parts of Rijal Almaa in Aseer, with an ambitious visitor target and a wide project footprint. In this kind of high-growth environment, teams can face sustained pressure, fast-changing priorities, and role evolution. Soudah Development needed a support model that could scale quickly, stay confidential, and meet employees where demand was strongest.

Two needs stood out in utilization and feedback:



Psychological support for stress, adjustment, and day-to-day wellbeing challenges, delivered by qualified psychologists



Career coaching to help employees manage transitions, build clarity, and keep momentum as responsibilities shifted



The Solution

Labayh business partnered with Soudah Development to implement a structured, demand-driven wellbeing and professional support program that combined individual care with practical group learning.

The model focused on three integrated components:

Psychological Support Services

- Confidential one-to-one sessions delivered by licensed psychologists, addressing stress management, emotional wellbeing, adjustment to evolving work demands, and work-life balance. These sessions became the most utilized service category, reflecting strong employee trust and relevance.



Career Coaching

- Personalized coaching sessions supporting career clarity, role transitions, performance growth, and long-term professional planning. Career coaching was one of the most frequently accessed services, signaling the organization's need for structured development pathways during expansion.



Targeted Workshops

- Interactive workshops delivered to teams across the organization, focusing on practical wellbeing strategies, resilience, communication, and professional growth competencies. Workshops complemented individual sessions by building shared awareness and skill development at scale.
- Over the course of the engagement, Labayh business facilitated more than 54 sessions, combining psychologist consultations, career coaching, and group workshops. The approach ensured accessible, confidential support for employees while providing Soudah Development with a scalable framework to strengthen wellbeing and talent development during a period of accelerated growth.



Impact & Results

The engagement delivered measurable uptake and strong feedback across the organization.

01 High Utilization

54 sessions were completed, spanning psychologist consultations, career coaching, and workshops. The most frequently used services were psychologist sessions and career coaching, reflecting clear employee demand for both emotional support and professional direction.

02 Strong Satisfaction

The program achieved an overall 4.7 out of 5 satisfaction rating, indicating high perceived value, facilitator credibility, and relevance to employees' day-to-day realities.

03 Sustained Engagement

Consistent participation demonstrated employee trust in the confidentiality and quality of the services. The blend of individual sessions and group workshops supported both personal wellbeing and professional growth at scale.

Through this partnership, Soudah Development strengthened internal support structures during a period of organizational growth, reinforcing its commitment to employee wellbeing alongside strategic expansion.



4.7/5
satisfaction rating



Most-used service Psychological
counselling and career coaching



54
Sessions done

"The awareness workshops from Labayh business team were insightful, practical, and genuinely impactful. The facilitators simplified complex topics such as stress, resilience, sleep, and financial wellbeing, helping us better understand the challenges employees face, particularly around managing stress levels and sleep. The sessions were engaging and encouraged meaningful reflection that we can apply in our daily work and personal lives. We received a huge support from Labayh business team to increase the awareness and utilizing the application benefit."

- Soudah Development



Snapshot of Results

After a year



4.7/5 satisfaction rating
54 sessions completed



45 minutes
Average session length

Partner with leading organizations that trust Labayh Business to strengthen employee wellbeing and create healthier, more engaged workplaces

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Labayh Business



X in @ labayhbusiness