

The background features a dark blue to black gradient with a repeating geometric pattern of interlocking cubes. In the center, two hands hold lit sparklers that are emitting bright sparks. The scene is backlit by a warm, golden sunset or sunrise, creating a bokeh effect with soft, out-of-focus light spots.

# connection starter course



HUMANS:CONNECTING

# welcome

## You're here, but part of you doesn't want to be.

That's okay. We get it.

You're successful on the outside — friendly, capable, always upbeat.

But inside? You feel empty. Disconnected. Lonely.

And maybe a little ashamed for even needing something more.

That's how loneliness works. It isolates you — then shames you for wanting to change it.

But here you are.

## You've already shown courage.

You opened this page, this brochure, *this possibility*.

The **connection starter course** is for people like you — People who want to stop guessing at how to feel connected, and start making real, meaningful steps toward it.

You'll create your own **Connection Plan** — a clear, personal guide to the connection you need, built around who you really are, not just who others expect you to be.

Connection doesn't happen by accident.

It's a decision — one you've already started making.

Let's walk the rest of the way together.



HUMANS:CONNECTING

# about **HUMANS:CONNECTING**

**HUMANS:CONNECTING** empowers humans, workplaces and systems to prioritise meaningful connection, recognise loneliness, and respond in ways that strengthen connections instead of deepening disconnection.

We are a registered social enterprise.

We:

- speak openly about loneliness in life, work, and community
- offer accessible, high-impact support like the Connection Starter Course
- measure how we help reduce loneliness and improve feelings of social connection
- collaborate with global experts in mental health and connection
- see you as whole and worthy — not broken

Founded by Phil McAuliffe in 2023, **HUMANS:CONNECTING** builds on his lived experience of loneliness and work through *The Lonely Diplomat* and *The Loneliness Guy*. This is the service he wishes he had when he needed it most.

We centre everything around you — you wonderful human — and meet your social connection needs with honesty, wisdom, and hope.

A social enterprise is a business that puts people and planet first. They trade like any other business, but exist specifically to make the world a better place.

**Social enterprises are businesses that trade so they can:**

- tackle social problems
- improve communities
- give people access to employment and training, or
- help the environment.

**Social enterprises are businesses that:**

- get most of their income from business trade, rather than from donations or grants, and
- use at least 50% of their profits to work towards their social mission

**HUMANS:CONNECTING** is a social enterprise that invests 100 per cent of its profits into tackling the social problem of loneliness.

Its efforts focus on destigmatising loneliness and helping more humans get the connection they need and deserve through its high-value, high-quality and accessible products and services.



# connection starter course

**This course doesn't just give you ideas — it helps you build your own personal strategy to feel genuinely connected in your life.**

Across six thoughtfully guided parts, you'll move from understanding your loneliness to confidently creating the connection you need — with yourself, your loved ones, and your community.

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**PART 1:**  
YOUR LONELINESS  
STORY

Explore what your loneliness is trying to tell you — with gentle support to sit with the discomfort.

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**PART 2:**  
THE PRICE YOU'VE  
BEEN PAYING FOR  
STAYING LONELY

Get clear on what it's costing you to stay disconnected — and why change is worth it.

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**PART 3:**  
CONNECTION TO  
SELF

Reconnect with who you really are and what brings you joy — so you can be your authentic self in the world.

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**PART 4:**  
CONNECTION TO  
THOSE MOST  
IMPORTANT TO YOU

Reflect on the key people in your life and how you can strengthen those connections.

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**PART 5:**  
CONNECTION TO  
COMMUNITY

Define what “community” means to you and find the spaces where you truly belong.

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**PART 6:**  
YOUR CONNECTION  
PLAN

Bring it all together in a practical, personal roadmap for staying connected — even when loneliness shows up again.

You'll be supported by:

- Reflective and instructive videos from Phil
- Carefully selected resources
- A progress check using the UCLA Loneliness Scale — at the start and end of the course

By the end, you won't just understand your loneliness — you'll feel empowered to meet it with clarity and compassion, and take confident steps toward the connection you deserve.

# your course, your way

There are two ways that you can choose to do your **connection starter course**.

## **OPTION 1** SELF-DIRECTED

Receive the **87-page workbook** instantly via email and complete the course at your own pace, in your own time.

## **OPTION 2** 1:1 WITH PHIL

Work through the course with Phil — a global thought leader on loneliness — over six 90-minute calls across 12 weeks.

You'll complete each part of the workbook, send it to Phil, then explore it together in a personalised session.

Recordings are provided for future access.

Start self-directed and upgrade to 1:1 support anytime.

You simply choose how you'd like to begin.

Pricing is available at checkout on the website.

# lifetime updates

At **HUMANS:CONNECTING**, we're committed to bringing you the most up-to-date insights on human connection.

That's why we regularly update the **Connection Starter Course** to reflect the latest research and understanding.

You'll receive lifetime updates to the course — sent directly to your email — so your Connection Plan always stays current.

We collaborate with global experts like **Anecy Behavioral Science Lab (ABSL)** in France, who are leading groundbreaking work to develop more inclusive ways of measuring loneliness and connection.

Your growth deserves the best — and we're here to keep it coming.



# an invitation to get real

The **Connection Starter Course** will challenge you — and that's intentional. Growth comes through discomfort, not ease. This course invites you to sit with that discomfort, not push it away.

But there's a difference between **discomfort** and **pain**. This course is not for those in crisis or experiencing emotional distress. It's also not a quick fix — because there's no quick fix for loneliness.

**Loneliness is a normal part of being human.** Like hunger or thirst, it's a signal — not a flaw. But when ignored, it can become chronic and seriously harm your mental and physical health.

This course helps you understand your loneliness and respond to it — not with shame or fear, but with clarity and compassion. You'll build the life-giving connection you've been missing.

You may feel torn between fear and hope right now. That's okay.

Ask yourself: *What am I afraid of? What is my future self asking me to do?*

When you're ready, we're here — to walk with you through the discomfort toward real connection.

# testimonials

I have worked with other coaches and therapists and while I have valued their work, **I have learned more about my past behaviours and sense of worth and how to live more authentically in this short course, than I did in many previous years.**

Phil's approach is innovative to me, I didn't feel lonely and we didn't set this course to be about me fixing loneliness in my life, but I came out of it understanding what loneliness is, how to deal with it and how to create a better sense of self, core group and community I didn't have before.

**I am 100% recommending Phil to friends and family and in my social/professional circle.** I feel he has an approach that is independent of gender, sexual orientation and it is really focused on self-learning and awareness.

These are lifelong tools broken down in practical language. **If you want to move towards a connected, more secure and authentic relationship with firstly yourself and then in your relationships and friendships this is the work.** Stepping into this work can be daunting and taking off the armour "I am strong and I can do life alone" is challenging yet, very rewarding. Phil will be right there to support you. **Jump in and get to know yourself.**

This course gives you the brilliant guidance of Phil McAuliffe. You can ask yourself the questions that lead you to understand the roots of some feelings and behaviours, but also be encouraged to do something about it and gain control about your life.

**I became freer.**

**Firstly it has helped me deal with shame around feeling lonely and disconnected.**

I feel I have a much better understanding of myself in relation to connection. Expectations I have placed on myself on how I should be are beginning to lift.

**I would encourage anyone who is hesitant to trust in the process.** On the other side of the commitment and discomfort I feel anyone who is willing to put in the work and be consistent will gain a better understanding of themselves and their specific connection needs. They will also be armed with the tools and information to build and strengthen their connection to self and others and make better decisions that lead towards connecting more authentically and obtaining the connections they desire

**This course has transformative potential.**

Doing it will not only help you build richer connections with communities, but also deepen relationships you have with people important to you (e.g. family and close friends) and help you uncover your authentic self.

**It will not only give you invaluable insight but actionable steps to live a wonderful and connected life.**



let's get started



[www.humansconnecting.org/connection-starter-course](http://www.humansconnecting.org/connection-starter-course)



HUMANS:CONNECTING