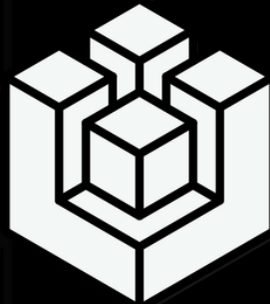




HUMANS:CONNECTING Business Plan

2026/2027



HUMANS:CONNECTING



Document control
Owner: Humans:Connecting
Approved: September 2026
Version: 1.0
Next review: July 2027

Contents

Executive Summary	4
Part 1 - Direction	5
Part 2 - What success looks like in 2026/27	7
Part 3 - Our market	9
Part 4 - Our products and social impact	16
Part 5 - Our strategy for 2026/27	19
Part 6 - How we'll operate	23
Part 7 - Financial plan	26
Part 8 - Measuring 2026/27	29

Executive summary

- **HUMANS:CONNECTING is a social enterprise focused on social health and meaningful human connection.** We empower humans, workplaces, communities and systems to prioritise meaningful connection, recognise loneliness, and strengthen the conditions in which humans connect.
- **Our work is increasingly upstream.** Loneliness remains important, but humans should not need to identify as lonely before thinking about their social health, connection needs and the meaningful connection they want in their lives.
- **We have built, now we bring HUMANS:CONNECTING to market.** We enter 2026/27 with established products, partnerships, resources and intellectual property. Our priority is to increase their visibility, distribution and commercial reach rather than continually creating more.
- **Our commercial priorities are the Connection Starter Course, Creating Connected Workplaces, Social Health in Retirement Training and paid speaking.** These give HUMANS:CONNECTING pathways into individual, organisational and professional markets.
- **We will grow through visibility, commercial conversations and relationships.** Speaking, media, strategic PR, referrals, partnerships and direct business development will help us reach the humans and organisations for whom our work is relevant.
- **Commercial sustainability enables greater social impact.** We intend to build a lean, financially sustainable and globally relevant enterprise that can appropriately value the humans contributing to it and extend HUMANS:CONNECTING's ideas and impact far beyond the humans Phil can personally reach.

Our strategy for 2026/27

BE SEEN | ASK | SELL | LEARN | GROW

Our North Star

EMPOWER | PRIORITISE | STRENGTHEN

Part 1 - Direction

VISION



A world where humans understand, value and choose meaningful connection.

MISSION



We empower humans, workplaces, communities and systems to understand their social health and take practical action to strengthen meaningful connection.

About us

HUMANS:CONNECTING is a social enterprise focused on social health and meaningful human connection.

We translate research, lived experience and practical insight into products, services and conversations that empower humans and organisations to understand their social health, recognise loneliness and take practical steps to strengthen meaningful connection.

Our work extends beyond individual behaviour. We work with workplaces, communities and systems to understand and strengthen the environments and relational infrastructure that shape how humans connect.

Our North Star

We empower humans, workplaces, communities and systems to prioritise meaningful connection, recognise loneliness, and respond in ways that strengthen connections instead of deepening disconnection.

EMPOWER | PRIORITISE | STRENGTHEN

Direction

Why our work matters

Meaningful connection is fundamental to being human. It supports our social, physical, mental and emotional health, our relationships, workplaces, communities and satisfaction with life.

Yet we rarely give our social health the same deliberate attention we give other parts of our health and wellbeing. Our connection needs change as we and our lives change, but many of us have little language or understanding to recognise what we need or know what to do when those needs are not being met.

Loneliness is part of this story, but it does not need to be the point at which humans begin thinking about connection. Social health gives us a way to understand our connection needs earlier, while meaningful connection gives us something to understand, value, prioritise and choose.

Meaningful connection requires individual choice and responsibility, but it isn't solely an individual responsibility. We each have agency in how we respond to our connection needs, while our relationships, workplaces, communities, environments and systems can either help or hinder meaningful connection.

HUMANS:CONNECTING therefore works with both: the choices humans make and the conditions in which they make them.

We provide language, understanding, tools and insight that empower humans and organisations to understand what is happening and make informed choices about what happens next.

Part 2 - What success looks like in 2026/27

Success in 2026/27 means HUMANS:CONNECTING finishes the year more visible, commercially stronger, better informed and capable of creating greater social impact.

By 30 June 2027, we want to see:

Greater visibility and understanding

More of the right humans and organisations encounter HUMANS:CONNECTING and understand our work in social health, meaningful connection and the relational conditions that shape how humans connect.

Meaningful earned income

HUMANS:CONNECTING is increasingly able to pay for its operations, invest in growth, appropriately remunerate the humans contributing to its work and extend its social impact without relying on personal subsidy.

Market evidence

We have put our products and services in front of prospective customers, made offers and learned from what happens.

We better understand where need becomes demand, which pathways lead to commercial action and where to concentrate our resources.

Products are moving

The Connection Starter Course is reaching more individual humans,

Creating Connected Workplaces is reaching suitable organisations,

Social Health in Retirement Training is being tested in its intended market.

Paid speaking is extending our reach, authority and commercial opportunity.

What success looks like in 2026/27

Greater reach and capability

Our intellectual property, partnerships, referral relationships, external expertise and products enable HUMANS:CONNECTING to reach beyond Phil's personal capacity. Phil spends more of his HUMANS:CONNECTING time on the thinking, writing, speaking, relationships and commercial activity where he creates greatest value.

The Language of Loneliness has materially progressed as an important part of HUMANS:CONNECTING's intellectual property and contribution to the global conversation.

Commercial strength creates greater social impact

More humans can see, hear, access and use our work to understand their social health, recognise loneliness and choose meaningful connection.

We do not need to have solved every commercial question by 30 June 2027.

Part 3 - Our market

WHO WE SERVE

HUMANS:CONNECTING ultimately exists to benefit humans.

Every human has social health and connection needs. Those needs change as we and our lives change, and the relationships, workplaces, communities, environments and systems around us can either help or hinder meaningful connection.

Our customers include

- individual humans investing in their own social health;
- workplaces and organisations investing in their humans and relational conditions;
- professional and service organisations purchasing training, resources or expertise for the humans they serve;
- governments and institutions; and
- conferences and events engaging HUMANS:CONNECTING for speaking.

Media, researchers, academics, professional bodies and aligned organisations can also extend our reach and social impact.



Our market

INDIVIDUAL HUMANS

Our individual market is broad, but Michael and Rebecca represent the humans we particularly want to reach.

MICHAEL



Michael is 45, tertiary educated and established professionally. From the outside, his life looks successful, but his relationship is under strain, his friendships and connections have changed, and he increasingly recognises that something is missing.

He would not necessarily describe himself as lonely. What he does recognise is: Something needs to change.

Michael probably isn't looking for HUMANS:CONNECTING. He's looking for an answer to something he hasn't found words for.

REBECCA



Rebecca is 45, tertiary educated, financially comfortable and divorced. Her independence has helped her build a successful life and navigate change on her own terms, but she is considering what she wants from her relationships and the next stage of her life.

She doesn't want to become less independent. She wants to become more connected.

Her question is: What do I want now?

Michael and Rebecca arrive from different circumstances, but their underlying question is similar:

What does meaningful connection look like for me now, and what am I going to choose to do about it?

Our market

ORGANISATIONS

In many high-performing organisations, collaboration is essential and expected while competition and scarcity remain powerful forces underneath it. Competition for promotion, clients, desirable work, recognition, status and opportunity can influence trust, information sharing, help-seeking, belonging and relationships.

Our work is particularly relevant where relational conditions have consequences for performance, safety, leadership, retention, decision-making, client outcomes or organisational risk.

Potential sectors include

- professional and financial services
- healthcare
- technology
- aviation and transport
- manufacturing
- energy and resources, and
- other high-reliability or high-stakes environments.

We do not begin by assuming an organisation has a loneliness problem or prescribing an intervention.

We begin by seeking to understand.



Our market

THIS IS AN EMERGING MARKET

HUMANS:CONNECTING believes there is a significant market for work that strengthens social health and meaningful connection, but the market is still developing the language and readiness to recognise and act on this need.

Humans can experience unmet connection needs without identifying themselves as lonely.

Organisations can experience the consequences of poor relational conditions without recognising social health as something requiring attention or investment.

This is both our challenge and our opportunity.

Social health gives HUMANS:CONNECTING the upstream doorway it was missing.

TRUSTED AND VISIBLE

We need to be visible and trusted before moments of readiness arrive, while recognising that visibility and interest do not necessarily create customers.

CLEAR-EYED IN 2026/27

During 2026/27, we will not confuse need with demand, engagement with willingness to pay, or relevance with commercial viability.

We will learn where recognition becomes action and where action becomes willingness to invest.

For **individual humans**, we will lower the threshold for recognition and engagement.

For **organisations**, we will raise the threshold for qualification, concentrating our capacity where there is sufficient readiness, sponsorship and willingness to act.

Our market

COMPETITOR ANALYSIS

HUMANS:CONNECTING operates in an emerging market. Our competition is therefore broader than organisations offering explicitly comparable products.

For individual humans, alternatives include AI assistants and AI-enabled wellbeing or self-development tools, free online content, podcasts, books and self-help resources, coaching and personal development programs, and doing nothing.

For organisations, the alternatives often sit within existing wellbeing and organisational development architecture: employee assistance programs, resilience and wellbeing training, engagement surveys, leadership and culture programs, team-building activities, remuneration and benefits, and other interventions directed at the visible symptoms of workplace difficulty.

Many of these services are useful and appropriate. HUMANS:CONNECTING's role is not to assume that every workplace problem is a connection problem.

Our distinction is that we are interested in understanding the relational conditions underneath what is visible and determining whether social health and meaningful connection form part of what needs attention.

One of our most significant competitors is simply inaction.

In a developing market, humans and organisations can recognise that something matters without yet seeing it as something requiring investment.

Our market

COMPETITION, COLLABORATION AND SCARCITY

There is also competition within the social connection and loneliness sector itself.

The sector is highly collaborative, and HUMANS:CONNECTING values and contributes to that collaboration. We share a broad ambition with many organisations, researchers, advocates and practitioners around the world: humans and the systems we all live, work and play within being more meaningfully connected.

At the same time, the sector operates within conditions of scarcity. Attention from governments, media, funders, philanthropists, businesses and the wider public is finite, and attention can influence where funding, partnerships, access and opportunity flow.

Organisations working towards broadly aligned outcomes can therefore find themselves competing for the same resources.

HUMANS:CONNECTING rejects the idea that we need to operate from scarcity.

There is room for different organisations, approaches, expertise and voices because the challenge is larger than any one of us. We each have a part to play, and another organisation's success does not diminish the value of ours.

Our social enterprise model reflects this position. HUMANS:CONNECTING seeks to generate income through products, services and expertise rather than building a business model dependent on competing with sector organisations for limited funding.

As we become commercially stronger, we also intend to invest back into the sector and the work of others, including through our Sustainable Connection Grants.

We will therefore collaborate generously while remaining clear about HUMANS:CONNECTING's distinctive contribution, intellectual property and commercial interests.

We don't need a larger share of a scarce pie.
We want to help make the pie bigger.

Our market

WHY THE MARKET CHOOSES US

We bring research, lived experience, policy and systems thinking together.

We make complex ideas human and practical.

We talk about loneliness as something that happens to 'us', not something that happens to 'other people'.

We work upstream from the point of crisis intervention.

And we empower humans and organisations to understand before deciding what to do.

Phil McAuliffe's lived experience is part of this distinction, but the competitive advantage is not simply his story. It is what he has made from it.

Our task is to continue turning that lived experience, judgement, research translation and systems thinking into HUMANS:CONNECTING intellectual property, products and ways of working that can reach far beyond the humans Phil can personally reach.



Part 4 - Our products and social impact

OUR PRODUCT ARCHITECTURE

HUMANS:CONNECTING turns our thinking, research, lived experience and practical insight into products, services and conversations that humans and organisations can use.

Our products sit within four categories:

The Gift

Useful resources at no cost, including our:

- blog articles
- podcast episodes
- Connection Prompts
- Journalling Prompts
- White Papers.

Products for Prospects

Provide greater depth and structure through:

- Connection Inspirations
- The Connected Professional and
- Social Health in Retirement Training.

Core Offering

- Connection Starter Course
- Creating Connected Workplaces

Products for Clients

Providing greater personalisation and human involvement, principally through

- 1:1 mentoring with Phil McAuliffe
- consulting and advisory work.

These are not compulsory steps through HUMANS:CONNECTING. Humans and organisations can enter our work wherever their needs and readiness make sense.

Our principle is:

Give generously at every level, while increasing the depth, structure, application, personalisation and human access as investment increases.

Our products and social impact

OUR CORE PRODUCTS

Connection Starter Course

Empowers individual humans to understand their social health, explore meaningful connection and loneliness, consider their connection with themselves, important humans and community, and develop their own Connection Plan.

It provides structure without prescribing what meaningful connection should look like.

Creating Connected Workplaces

Developed and delivered collaboratively with Annecy Behavioral Science Lab

Enables organisations to examine the relational conditions within their workplace and make evidence-informed decisions about what, if anything, happens next.

The Language of Loneliness*

During 2026/27, Phil will continue writing *The Language of Loneliness*, bringing together lived experience, HUMANS:CONNECTING's thinking and years spent exploring loneliness, meaningful connection and social health.

The book is an important part of our intellectual property and public thought leadership. It can extend HUMANS:CONNECTING's ideas to humans we may never otherwise reach, contribute to public understanding and create pathways into speaking, media, partnerships and other parts of our work.

It is substantive intellectual work rather than another commercial product and will continue within protected writing time.

*working title

Our products and social impact

POSITIVE SOCIAL IMPACT

Commercial activity and positive social impact are connected at HUMANS:CONNECTING.

Impact can occur without a commercial transaction. A human can read an article, listen to a podcast, use a free resource, hear Phil speak or encounter our thinking through media and understand something about themselves or their relationships differently.

Commercial products and services create other forms of impact while generating the income required to sustain HUMANS:CONNECTING, extend our reach and appropriately remunerate the humans contributing to the work.

Our separate **Social Impact Framework** and **Social Enterprise Framework** govern these commitments rather than this Business Plan duplicating them.

HUMAN AUTHORSHIP AND A.I.

HUMANS:CONNECTING will use AI where it can reduce the time and cost of creating, adapting and distributing useful resources, while protecting human authorship where lived experience, judgement, voice, relationship and human connection are integral to the value.

The question guiding our use of AI is: Where does being human matter most to the value we are creating?

WE HAVE ENOUGH PRODUCTS

Our priority is to increase the visibility and distribution of what we have already created, test demand and willingness to pay, and learn from what happens.

Existing products will not be redeveloped simply because HUMANS:CONNECTING's positioning has evolved. Further investment will be guided by demonstrated demand, strategic importance and available resources.

Before creating another product, we will ask: Would the same time be better spent creating ten conversations about something we already have?

Where the answer is yes, we will choose the conversations.

Part 5 - Our strategy for 2026/27

BE SEEN | ASK | SELL | LEARN | GROW

HUMANS:CONNECTING has spent considerable time building its thinking, products, resources, partnerships and intellectual property.

The strategic task for 2026/27 is to bring HUMANS:CONNECTING to market.



Our strategy for 2026/27

Be seen

HUMANS:CONNECTING needs to be seen and heard to create social impact and commercial opportunity.

We will pursue relevant visibility, putting our thinking, products and expertise in front of humans and organisations for whom they can be useful. Writing, media, speaking, search, email, strategic PR, professional relationships and partnerships will all contribute.

Paid promotion will be selective and attached to a clear objective: **Don't buy views. Build pathways.**

Ask

Visibility alone is not a business development strategy.

During 2026/27, HUMANS:CONNECTING will deliberately create commercial conversations, seek introductions, develop relationships and make appropriate offers rather than relying principally on humans and organisations to discover us.

Phil holds primary responsibility for commercial development, while we build referral, partnership and distribution relationships that extend our reach.

Our responsibility is not to make another human say yes. **It is to give the right humans the opportunity to say yes.**

Our strategy for 2026/27

Sell

We will concentrate commercial effort on four priorities:

- Connection Starter Course
- Creating Connected Workplaces
- Social Health in Retirement Training
- Paid speaking

The Connection Starter Course represents scale.

Our focus is distribution rather than significant redevelopment, using direct sales, referrals, partnerships and other pathways to reach individual humans.

Creating Connected Workplaces represents organisational value. Commercial activity will focus on the Foundation Diagnostic as the principal entry point, enabling organisations to understand their relational conditions before deciding whether further action is needed.

Social Health in Retirement Training represents partnership. Working with Includesee, our priority is to test assumed market demand and willingness to pay.

Paid speaking represents expertise + visibility. We will more deliberately position Phil for paid opportunities where HUMANS:CONNECTING's expertise is relevant, while making selected unpaid contributions where the social impact or strategic value justifies it.

Across all four priorities, we will listen before proposing and sell where there is genuine fit. We will not manufacture fear, exaggerate loneliness or persuade humans that something is wrong with them to create demand.

Our strategy for 2026/27

Learn

Our commercial pathways are hypotheses to test, not assumptions about how customers will behave.

We will distinguish between attention and action, relevance and demand, engagement and willingness to pay, and social need and commercial opportunity.

Our quarterly question will be:
What is the market teaching us?

Where evidence shows something is working, we can invest further. Where it repeatedly fails to create movement, we will adapt, reduce or stop.

Grow

HUMANS:CONNECTING will invest behind demonstrated opportunity.

Growth can mean greater distribution, stronger partnerships, better systems, increased delivery capability, additional expertise or greater capacity around the founder. It does not automatically mean more products or a larger permanent organisation.

When demand exceeds our existing capacity, we will be prepared to invest in the humans and capability required to respond.

Growth should make HUMANS:CONNECTING more capable, not simply make Phil busier.

Part 6 - How we'll operate

A DELIBERATELY LEAN ENTERPRISE

HUMANS:CONNECTING will remain deliberately lean during 2026/27, with planning based on demonstrated capacity rather than assumed availability.

New activities will generally require something else to be reduced, removed, delegated or automated rather than simply added.

Don't add. Reallocate.

Lean describes how we use our resources. It does not limit the scale of our ambition.

FOUNDER CAPACITY AND INTELLECTUAL PROPERTY

Phil's lived experience, judgement, voice, relationships and thinking are significant HUMANS:CONNECTING assets.

Founder capacity will increasingly be directed towards the work where these create greatest value: thinking, substantive writing, speaking, strategic relationships, commercial conversations, leadership and selected delivery.

This includes protecting writing time for *The Language of Loneliness* and reducing the time spent on routine content production and administration.

LESS CONTENT. PROTECT STRATEGIC ASSETS.

At the same time, we will continue turning knowledge that relies heavily on Phil into HUMANS:CONNECTING intellectual property, frameworks, products and ways of working that can travel beyond him.

How we'll operate

OUR TEAM AND PARTNERSHIPS

HUMANS:CONNECTING is led by founder Phil McAuliffe and supported by a small team:

- Pete Newsome | Marketing Manager
- Jeff Bartlett | Design Manager
- Dan Rave | Podcast Producer and Editor

We will plan around the team's actual available capacity and increase capability as HUMANS:CONNECTING's financial position and demonstrated demand support it.

Our small core will be complemented by a deliberately cultivated ecosystem of partners, collaborators and external professionals.

Our collaboration with **Annecy Behavioral Science Lab** combines behavioural science and research expertise with HUMANS:CONNECTING's lived experience, communication and practical translation.

Our collaboration with **Inclusee** brings complementary expertise to Social Health in Retirement Training.

We will seek further relationships that extend our capability, credibility, distribution, reach, revenue opportunities or social impact, while creating clear reciprocal value for the humans and organisations involved.

How we'll operate

EXTERNAL EXPERTISE AND RESOURCEFULNESS

HUMANS:CONNECTING does not need to become expert at everything required to grow. Where specialist capability is important, we will consider who already knows how to do it better than we could reasonably learn to do ourselves.

This can include:

- media and public relations
- professional services
- research
- distribution and
- future delivery capability.

Limited resources will not automatically close worthwhile opportunities. We will consider partnerships, sponsorship, cost-sharing, shared-upside arrangements, introductions and other credible ways of making them possible.

Sometimes the resourceful answer will still be no.

Resourcefulness before personal subsidy.

OPERATING APPROPRIATELY

HUMANS:CONNECTING will maintain a low-cost operating model and use technology where it improves efficiency, reach, financial visibility or delivery.

We will also maintain appropriate business protections, including professional indemnity and other insurance required for our activities.

As demonstrated demand grows, we will invest in the humans, systems and capability required to respond rather than expecting the existing structure or founder to absorb unlimited growth.

Part 7 - Financial plan

OUR FINANCIAL APPROACH

HUMANS:CONNECTING enters 2026/27 with a clear priority to strengthen financial sustainability through increased earned income.

Strong evidence of social need does not guarantee commercial revenue. We will therefore concentrate on generating income from our commercial priorities while maintaining disciplined expenditure and learning where genuine demand exists.

Our objective is to build an enterprise that

- pays for its operations
- funds its growth
- appropriately remunerates the humans doing the work and
- increases its capacity for social impact.

OPERATING SUSTAINABLY

HUMANS:CONNECTING will continue to operate leanly, but sustainability does not mean minimising expenditure at all costs.

Operating properly requires appropriate investment in technology, digital infrastructure, financial administration, security, professional indemnity and other business protections.

We will review expenditure for the value it provides, while recognising that reducing an already modest operating base is not a substitute for generating sufficient income.



Financial plan

REVENUE AND INVESTMENT

Our commercial priorities for 2026/27 are established in this plan.

Other products, consulting, mentoring and unexpected opportunities can generate additional income where there is demand and strategic fit.

We will distinguish between ambition and forecast revenue, need and demand, interest and willingness to pay, and pipeline and contracted work.

HUMANS:CONNECTING will make financial commitments from money it has, not money it hopes to earn. Where investment ahead of revenue is strategically justified, we will consider the intended outcome, source of funds and acceptable risk before committing.

Partnerships, shared-upside arrangements, sponsorship and cost-sharing can also enable worthwhile investment without HUMANS:CONNECTING automatically carrying the entire cost.

HOW WE'LL USE INCOME

HUMANS:CONNECTING will maintain an internal allocation model that gives every dollar of after-tax income available to HUMANS:CONNECTING a purpose, including:

- remuneration for the humans contributing to HUMANS:CONNECTING;
- core operating requirements;
- growth, visibility and business development;
- the Sustainable Connection Grant fund;
- social impact measurement and reporting; and
- reserves and future capacity.

The detailed allocation model will remain internal.

Our financial model will also meet the commitments established in our Social Enterprise Framework, including our requirement that at least 55 per cent of HUMANS:CONNECTING's profit has a social impact focus.

Each dollar is allocated once.

Financial plan

FINANCIAL MANAGEMENT

HUMANS:CONNECTING will maintain simple, proportionate financial systems providing regular visibility of cash, earned income, expenditure, commitments and commercial pipeline, with financial position and performance reviewed monthly.

As HUMANS:CONNECTING grows, our financial systems and professional support will grow with it.

WHAT WE ARE WORKING TOWARDS

- HUMANS:CONNECTING pays for HUMANS:CONNECTING.
- HUMANS:CONNECTING funds its growth.
- HUMANS:CONNECTING appropriately remunerates the humans doing the work.
- HUMANS:CONNECTING builds greater capacity for impact.



Part 8 - Measuring 2026/27

HUMANS:CONNECTING's **Social Impact Framework** guides how we understand and measure our social impact.

This Business Plan focuses on whether our strategic and commercial choices are moving HUMANS:CONNECTING towards greater impact and sustainability, and what we are learning along the way.

OUR COMMERCIAL DASHBOARD

We will maintain a simple internal dashboard tracking:

- earned HUMANS:CONNECTING income
- paid Connection Starter Course enrolments
- Creating Connected Workplaces Foundation Diagnostics
- paid Social Health in Retirement Training engagements
- paid speaking engagements
- amount in the Sustainable Connection Grant Fund; and
- our active commercial pipeline.

We will also monitor the enquiries, introductions, referrals, qualified conversations and proposals that precede commercial outcomes.



Measuring 2026/27

UNDERSTANDING WHAT'S CREATING COMMERCIAL ACTION

Where possible, we will understand how customers move from:

visibility or source → enquiry or introduction → conversation → offer → purchase → further opportunity

This will help us identify which pathways, including search, media, speaking, email, referrals, partnerships, strategic PR and direct business development, are creating commercial action and can be repeated.

Visibility will also continue to be measured as part of HUMANS:CONNECTING's impact infrastructure.

Reach alone is not commercial success, but it can create social impact, relationships and future opportunities.

LEARNING AND RESPONDING

At least quarterly, we will ask: **What is the market teaching us?**

We will consider which humans and organisations are responding, which offers generate action, where willingness to pay exists and where our assumptions are not supported by evidence.

We will also examine whether we are doing what this Business Plan requires of us: being seen, asking, selling and concentrating our resources on the work we have chosen to prioritise.

Where we see traction, we can invest further. Where an approach repeatedly fails to create movement, we will adapt, reduce or stop. Where unexpected opportunities emerge, we will consider them against our purpose, priorities and capacity.

The purpose of measurement is not to prove this Business Plan right. It is to help HUMANS:CONNECTING make better decisions as the year unfolds.





**Empower.
Prioritise.
Strengthen.**



hello@humansconnecting.org



www.humansconnecting.org