

CONNECTIONING

Presentation Script

For movement partners, collaborators, and curious humans

connectioning.io · February 2026

Speaker note: This script is designed to work as a talk, a video, a written piece, or a one-to-one conversation. Adapt tone and length to context. The section headers are orientation markers — don't read them aloud.

The Opening: What's Actually Happening Right Now

Here's something almost nobody talks about.

Right now, all over the world, people are quietly building a different kind of economy. Driver cooperatives where workers own the platform and keep 80% of earnings instead of Uber's 50%. Community land trusts that take housing permanently off the speculative market. Worker-owned businesses that pay living wages and share profits. Local currencies. Energy cooperatives. Mutual aid networks.

These things work. The numbers are good. The people doing them are thriving.

And almost nobody knows they exist.

That's not an accident. For over 70 years, coordinated storytelling has made competition and extraction feel like the only options — like that's just how the world is. The people who built that story knew exactly what they were doing.

We're doing the same thing in reverse.

The Problem in Plain Language

Imagine 300 people are all trying to solve the same puzzle — but they're in different rooms, using different names for the pieces, and can't hear each other.

That's the wellbeing economy right now.

Circular economy. Regenerative economy. Community wealth building. Social enterprise. Cooperative economics. Mutual aid. They're all working on the same thing: building an economy that works for people, not just shareholders. But they're scattered, speaking different languages, and most of the world has never heard of any of them.

Meanwhile, the people who would love to participate — who are desperate for alternatives — don't know these things exist. And even when they find out, they often don't know where to start.

The gap isn't solutions. We have solutions. The gap is connection.

Why It Stays Hidden

Most approaches to this problem focus on journalism, documentation, better explainer videos. That misses the actual mechanism.

People don't adopt new economic behaviours because they read an article. They adopt them because someone they trust makes those behaviours feel normal, achievable, and worth doing. That's parasocial trust — and it's the real currency of behaviour change in 2026.

Think about what Alex Hormozi did for business education, or what Simon Squibb did with HelpBnk. Neither of them explained theory. They made ordinary people believe they could do it. Squibb built 20 million followers on a single premise: help each other for free. No labels. No ideology. Just mutual aid — in language everyone understands. He built it entirely on intuition, with no knowledge of cooperative theory, calling it 'doing a Robin Hood.' And it worked.

That's Stage 1: cultural transmission at scale. The wellbeing economy has the working models. What it needs is that layer — trusted voices making alternatives feel normal and achievable for people who've never heard of them.

Connecting is the infrastructure for Stage 2: taking the people HelpBnk and creators like it inspire, and routing them into cooperative ownership structures, ecosystem coordination, and real participation in the regenerative economy.

What Connecting Does

We're the coordination layer.

Think of us as three things at once: a translation service that turns movement language into human language, a network-weaving operation that connects 300+ fragmented movements, and a storytelling engine that moves people from isolated individuals into communities of practice.

But here's the part that matters most: we don't just inform people. We move them.

There's a big difference between someone who watches a video about cooperatives and someone who joins one. Between someone who learns about community wealth building and someone who starts a local circle. Information doesn't create that shift. Trust does. Community does. And community comes from rhythmic, repeated, coordinated action over time.

The Six-Week Cultural Cycle

Everything we do runs on rhythm. Specifically, a six-week coordinated content arc that mirrors the cadence of news cycles and the call-and-response patterns of every successful social movement in history.

Each week builds on the last, moving audiences from personal resonance toward systemic understanding — not through argument, but through accumulated recognition.

Week 1 — Personal Transformation

We meet people where they are: in overwhelm, questioning things, searching for meaning. The message is simple — we can transcend the paradigm. The goal isn't to explain the alternatives yet. It's to validate the feeling that something needs to change and that change is possible.

Week 2 — Community

We reveal what's already there. Mutual aid and connection aren't new ideas — they're already happening all around the people watching. We already take care of each other. The work here is making visible what's been invisible.

Week 3 — Democratic Participation

We show working models of collective governance that already exist and already function. We already make decisions together. This isn't utopian — it's documented and operational.

Week 4 — Cooperative Economics

Concrete proof points. Real numbers. Driver co-ops paying 80% versus Uber's 50%. Worker-owned businesses surviving economic crises that wiped out conventional competitors. We already create value together — and the data shows it.

Week 5 — Community Wealth Building

We bring it close to home. Local and regional examples — the land trust in their city, the credit union on their street, the social enterprise in their neighbourhood. We already coordinate geographically. The infrastructure is closer than people think.

Week 6 — Systems Coordination

The emergent picture. All six weeks converge into a single view: a coherent, coordinated economy that's already taking shape. Look what happens when this all aligns. This isn't a future state. It's a present reality that's been fragmented — until now.

Then it repeats. Each rotation brings in new people at Week 1 while advancing those already in motion. No one falls behind. No one has to wait. The cycle is always open.

The Framework: Connect / Share / Act / Grow / Ground

We run everything through a five-part rhythm. Not a checklist — a cycle. People move through it non-linearly, at their own pace, entering wherever makes sense for them.

Connect

Connection is the move from isolated individual to community of practice. For most people this starts with encountering a story — a video, a post, a conversation — that makes something click. 'Oh. This already exists. I'm not alone in wanting this.'

Two distinct pathways: through media and storytelling that releases people from passive consumption into agency, and through network weaving that invites people to see themselves as part of transformations already happening. Community and belonging naturally emerge here.

Share

Sharing is a specific, intentional practice — not passive amplification but active gifting. This is the gift economy dimension of the framework. Participants share stories, knowledge, and resources with their networks in the same spirit as a HelpBnk: because it costs nothing and might change everything for the person who receives it.

This is how the network grows — not through advertising, but through people choosing to pass something on because it mattered to them.

Act

Action is always one small thing. Not a life overhaul. One step. This week, the theme might be 'Move Your Tech' — pick one extractive tool and move to an open-source alternative. Do it with others. Share what happened. The power is in doing it together, tracking what it produces, and repeating it.

We're partnering with Little Steps (JoHeem Loh) because this principle is structural: small actions done consistently and collectively create non-linear change — the kind that looks slow right up until it doesn't.

Grow

Reflection. What did that action produce? What does the data show? What can we learn from each other? This is where education lives — not as passive consumption but as learning from real experiments. Kaizen applied to cultural change: continuous, evidence-based iteration.

Ground

Rest. Full stop. Not as a reward for working hard enough. As a practice, because life is not endless productivity and the wellbeing economy begins with your own wellbeing.

Ground feeds non-linearly back into whatever comes next — not by schedule, by renewal. This is a rhythm for the long term, not a sprint to a finish line.

Why This Works: The Science in Plain Language

Here's what research on how ideas actually spread tells us.

Awareness travels easily. You can watch one video and learn that driver cooperatives exist. But actually joining one — or starting one, or convincing your colleagues to try one — that's a different kind of spreading. It requires social reinforcement. It requires seeing people you trust doing it. It requires more than one exposure from more than one direction.

Damon Centola at the University of Pennsylvania calls this complex contagion: behaviour change requires multiple reinforcements from trusted sources within clustered communities. Information spreads through weak ties. Behaviour change spreads through strong ones.

This means two things for us.

First: viral content creates reach, but it doesn't create behaviour change on its own. We need community infrastructure that converts curious people into connected participants. A viral video that leads nowhere is just awareness that dissipates. Connectioning is the infrastructure between the video and the behaviour change.

Second: there's a tipping point. Centola's research found that when a committed minority reaches around 25% of a community, change becomes self-sustaining — the majority follows rapidly. Just below that threshold, efforts appear to fail. Just above it, rapid change. The difference is sometimes one person.

Think murmurations of starlings, or waves rippling through a crowd at a sporting event — coordination that emerges from shared rhythm, not central direction.

Consistent, rhythmic effort — even when it looks slow — is building capacity for non-linear breakthroughs. Every week of coordinated action across the network is moving communities closer to their tipping point.

The Coordination Model: "In C"

Terry Riley wrote a piece of music called 'In C.' There's no conductor. Each musician plays the same set of 53 phrases, but decides for themselves when to move from one to the next. The result is a piece that sounds coordinated — because it is — but that no one person is controlling.

That's how we coordinate creators.

Each week, there's a shared theme. Every creator in our network picks it up and expresses it in their own voice, their own style, their own community. The effect is that audiences start seeing the same ideas from multiple directions at once — from people they already trust. It feels omnipresent. It feels like something is happening.

Because something is. Research shows 4-8x reach multiplication through coordinated posting across just 5-12 creators. And crucially, every creator gains — their individual reach grows because the collective signal makes the ideas feel culturally inevitable rather than niche.

What We've Validated

This isn't theory. Here's what's been proven.

Content about wellbeing economies consistently reaches 100,000+ views. One video reached 4 million views and was cited during the passing of Scotland's Community Wealth Building legislation in February 2026. Nearly 100,000 new followers from a single video. Substack ranking #18 in Rising in World Politics & Culture — with no budget and no team.

A Wellbeing Economy Directory emerged organically from Substack readers — infrastructure we didn't ask for or plan, that self-organised from the community. That's the proof of concept for emergent coordination: the right cultural transmission produces self-organising action beyond what any single creator can generate.

\$3,000 revenue from a single storytelling cycle. All of this while operating through housing insecurity as a solo founder.

The external validation is equally significant. Simon Squibb built 20 million followers on 'help each other for free' — mutual aid at mainstream scale, zero political friction, operating entirely on intuition. He proves the mechanism works even without deliberately deploying it. Scotland has passed community wealth building legislation. Wales, Canada, Iceland, Finland, and New Zealand have adopted wellbeing economy frameworks at government level.

The demand is real. The cultural moment is here. The infrastructure to connect all of it — that's what's missing. That's what we're building.

Who We Serve

Connectioning serves three interconnected groups — each a door into the network, and together the flywheel that makes it self-sustaining.

Creators, Leaders & Founders

Practitioners and storytellers who want to reach mainstream audiences with wellbeing economy ideas. We provide frameworks for mass cultural adoption — applied culture science, memetics, behavioural economics — so any creator in the network can amplify both their own reach and the collective signal.

You don't need to become a different kind of creator. You bring your voice and your community. We bring the coordination infrastructure that makes your individual efforts compound.

Project Builders

Anyone running something — from a local community circle to an established cooperative or social enterprise. Smaller projects get incubation and acceleration support and connection to

the wider network. Larger organisations use Connectioning to coordinate with the ecosystem and route new participants toward their work.

The connection between these two scales — the person just starting and the organisation ready to receive them — is a structural feature of how Connectioning works.

Newcomers

People new to wellbeing economics who want to start or join something but don't know where to begin. Connectioning is the on-ramp: clear, accessible pathways from curiosity to contribution, connecting newcomers with both creators and live projects they can participate in today.

You don't need to understand everything first. You just need to take one step.

What Partnership Looks Like

What working with Connectioning looks like depends on which door you're coming through.

If you're a creator or leader

You learn the frameworks — culture science, memetics, what actually moves people from aware to acting — and join the coordinated weekly storytelling network. Your reach grows. The collective signal grows. The people who find you through Connectioning have already been brought partway along the journey; they arrive at your content ready to go deeper.

If you're building a project or organisation

We amplify your work in mainstream-accessible language. We connect your community to the wider network. We route people who are ready to act toward the working alternatives you've already built. You don't have to change what you're doing. We're the translation and coordination layer — not a replacement for your work, but a multiplier for it.

If you're a funder or strategic partner

Every pound or dollar invested in Connectioning multiplies every other investment in the ecosystem. We're the layer that makes the rest of the work visible, accessible, and culturally inevitable. The cultural infrastructure has to come before the policy and investment landscape fully shifts — that's not a theory, it's the historical pattern. This is how you invest at the highest leverage point.

The Invitation

Everything is downstream of connection.

The alternatives already exist. The people ready for them already exist. The only thing missing is the infrastructure to connect them — and the storytelling to make that connection feel possible, normal, and worth doing today.

That's what we're building.

If you want to be part of that — as a creator, a movement partner, a community builder, a funder, or someone who just took their first step in the cycle — welcome. You're already part of the transformation. We're just helping you see it.

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