



# Transformational Conversations.

A virtual 6-week accelerator programme for lifelong learners to give you the 21<sup>st</sup> century conversation superpowers you were never taught at school. Fun. Insightful. Practical.

**Spring 2022 | 16th Feb – 23rd March**



**Facilitated by  
Georgie  
Nightingall  
Founder**



# Programme Overview.

TLDR.

“  
*A practical, inspiring, laughter-filled crash course in the art of conversation, connection and curiosity. The ideal blend of concepts, tools and exercises to help you learn new skills, try new approaches and apply them to your everyday life. The programme is warmly facilitated to enable you to grow in community with like-minded others who are also intentional about pushing themselves to new conversational depths.*  
”

- Laura

APPLY



✨ **WHAT:** A six-week fun, practical and holistic transformational learning journey unlocking the art and science of conversation. Held virtually.

? **WHY:** Accelerate your relationship building skills – in The World Economic Forum’s top 10 skills of the future. Enhance Your life, career and love opportunities. Connect faster, deeper and differently with authenticity, joy and creativity. Learn how to engineer a meaningful conversation that changes the way you see the world.

💻 **HOW:** Six weekly 2hr 15 mins live zoom sessions with a like-minded community of learners. Plus homework!

👤 **WHO:** Fellow conversation addicts looking to grow and push themselves to new conversational depths.

📅 **WHEN:** 16<sup>th</sup> Feb – 23<sup>rd</sup> March (virtually)\*

😊 **WITH:** Programme Facilitator **Georgie Nightingall**

Founder of Trigger Conversations | Coach, Facilitator & TEDx Speaker | Lifelong Learner & Explorer



\*[The 3-day or 4 week in-person London course will be Fri 4<sup>th</sup>-Sun 6<sup>th</sup> March]



“

*Georgie... who might just be the happiest, most comfortable-in-her-skin woman I've ever met.*

”



REFINERY29

# *The Human Behind* **Trigger Conversations**

Recently featured on the front page of The Times for training London's biggest law school (BPP) in the 'art of conversation'.



## This all started because I was bored with every conversation starting with 'What do you do?'

I felt labelled and stereotyped by my work identity, bored of the repetitive small talk and craving a *real* connection-fuelled adventurous deep meaningful conversation (DMC). You know, the kind that inspires new ideas, reshapes thought and expands the way you see the world. So I went on a mission to discover the formula for engineering a meaningful conversation, anywhere.

### That was in 2016.

It turned out that I wasn't alone with this problem. What started a series of spaces for strangers to have DMCs, turned into 120+ events and engineering 6000 meaningful conversations for the public, organisations, communities. Plus workshops and programmes like this one, to teach the tools I've stolen and adapted from multiple disciplines and experimented with friends & family or strangers at events and on the street (yes, really!).

**Now I'm on a mission to engineer a more human world.**



## Georgie Nightingall

Founder of Trigger Conversations

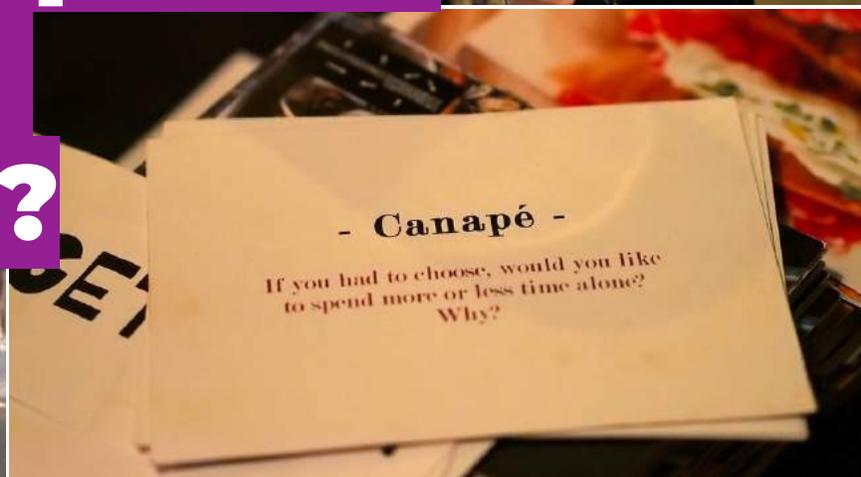
*A woman with many labels... I'm an ICF-Accredited Coach, Facilitator & TEDx Speaker but also a Lifelong Learner, Explorer and Personal Development Junkie! I've trained in Philosophy (MA), Applied Psychology and Linguistics (MSc) and less formally, NVC, Vipassana Meditation, Improvisation & Zouk Partner Dancing.*

# As Seen At...





# Why... Develop Your Conversation Superpowers?



# Why join?

*The impact you can expect in your life with these superpowers...*

## Everything Starts With a Conversation.



Influencing

Meetings

Feedback

Negotiation

Friendship / Strong Ties

Client or Business Opportunities

Sales

Dating

Job Opportunities  
(70% never advertised!)

Job interviews

Romantic Relationships

\*Secret Life Opportunities Through Weak Ties

Diversity of Thought

Collaboration

Creative New Ideas

Managing & Leadership

\*They are the bridge to finding and accessing novel concrete information like new flats, jobs, doctors (Granovetter; 1973). Through our connections, we are included in new opportunities (e.g. Burt, 2000); and we have more success in our careers (e.g. Useem & Karabel, 1986).

# Being Human to Human : The Skill(s) of the Future.



Agenda Platforms Reports Events Videos

English Sign-in

Global Agenda Education and Skills Future of Work Workforce and Employment

## These are the top 10 job skills of tomorrow – and how long it takes to learn them

### Top 10 skills of 2025

- Analytical thinking and innovation
- Active learning and learning strategies
- Complex problem-solving
- Critical thinking and analysis
- Creativity, originality and initiative
- Leadership and social influence
- Technology use, monitoring and control
- Technology design and programming
- Resilience, stress tolerance and flexibility
- Reasoning, problem-solving and ideation

- Type of skill
- Problem-solving
  - Self-management
  - Working with people
  - Technology use and development

Source: Future of Jobs Report 2020, World Economic Forum.

### How important are these skills?

A US survey has found miscommunication costs businesses with up to 100 staff an average of US\$420,000 per year. Even more staggeringly, in another study, 400 businesses with at least 100,000 employees each claimed that inadequate communication cost an average of US\$62.4 million per company per year.

A study of science recruiters found 60% of respondents rated the ability to work collaboratively as most important, followed by adaptability (45%) and interpersonal relationship building (41%). Most respondents felt that applicants were lacking in these skills, particularly in critical thinking.

Notably, this study showed that employers considered soft skills as important as academic ability. Yet both current and potential employees are often reported as being "deficient" in these same skills.

### What do employers want?

Employers are specifically recruiting for social capital skills – that is, employees who have well-developed influencing skills – to assist in building networks and the employer's brand.

Similarly, a report by the Foundation for Young Australians suggests that future jobs will demand transferable enterprise skills such as communication, critical thinking and presentation skills 70% more than jobs of the past.

When the robots & AI take over in our digital economy (!) .. What is left is our human to human skills.

Our impact in the world is limited by and dependent on the quality of our relationships and how we communicate with each other.

We need each other to do things with and for us.

People skills - how to be human to human - can always be learned and expanded. And they also need to be!

# Conversations Change The Way You See Reality & The World...

“

The programme has been a great opportunity to engage my creative mind and imagine how I can live a different experience every day. **The content, though themed on conversation, triggered deeper thoughts for me on the nature of the relations with ourselves and others, and how we can improve the quality of our experience in the moment.** I have realised just how deep and numerous the opportunities that lie within a conversation, and I will be forever curious about discovering them.

”

- Karam,  
Entrepreneur





“ This programme is a **uniquely immersive experience for any human with an open heart and mind to explore how they interact with themselves and the rest of the world.**

And a rare opportunity to learn tools and techniques that will help you create engaging, stimulating conversations and inspire those around you to do the same. It inspired me to take an active approach towards my behaviour in conversation with other humans and has prompted me to spend time improving these conversations so that there is space for both myself and the other to be anything and anyone they, or I, want to be.

**Practising these kind of conversions has help me perceive humans no longer as a blank canvas but as a colourful, intricate being that never ceases to fascinate me.**

- Isla, Coach



”



**Conversations  
Change The Way  
You Perceive &  
Understand Other  
Humans Beings.**

# And Conversations Are GREAT For Your Health & Wellbeing



The quantity and quality of connections, leads to individuals being **happier and more healthy and living longer.**

**Can relationships boost longevity and well-being?**

*Harvard research suggests meaningful relationships are a prescription for better emotional, mental, and physical health.*

**Social connections appear to be good for health.** "People who are more socially connected to family, friends, and community are happier, healthier, and live longer than people who are less well connected," says Dr. Waldinger.

**Loneliness appears to be toxic.** "People who are more isolated than they want to be are less happy, their health declines earlier in midlife, their brain function declines sooner, and they live shorter lives than people who are not lonely," explains Dr. Waldinger.

**Relationship quality matters.** "Living in conflict, such as in a high-conflict marriage, is bad for your health. Living in the midst of warm relationships is perhaps protective," says Dr. Waldinger. He points out that people in the study who were most satisfied in their relationships at age 50 were the healthiest at age 80. "And our most happily partnered men and women reported in their 80s that on days when they had more physical pain, their mood stayed just as happy."

“

The programme has helped me break out of a rut - before I was having a lot of rather boring conversations where I struggled to feel connected to the other person. **It's also made me realise the importance of having fun conversations in every-day life.** I never thought I'd be the kind of person who strikes up a random conversation with a barista or someone sitting opposite me on a train. The programme has given me the confidence to do that and that has brought a lot of fun into my life.

”

- Kate, Entrepreneur



**You**

# Who are you?

"I left with a greater tool kit on how to move away from small talk, in a way that genuinely feels natural and authentic and invites others to do the same. Highly recommend it!"

– Emma



*Is this programme right for you?* 👍

- Transactional networking makes you shiver but **you value building connections** in a network.
- The thought of **scripted awkward small talk leaves you tired and frustrated**. You're seeking more **depth, meaning, authenticity, play or adventure** in your conversations and life.
- You want to build trust **and connect with new potential clients or investors immediately**, and become the one they will never forget.
- You want to **expand your career horizons or tap into secret opportunities** that only come through humans.
- You want to **break out of stuck and limiting patterns** in your conversations with loved ones.
- You want to know how to get into novel, **unusual topics of conversations seamlessly**.
- You want to develop and hone your **curiosity muscle**.
- You want the superpower of being able to **talk to anyone, anywhere** (yes, anywhere!).
- You want to know how to be such a good listener that **everyone will tell you their deepest, darkest secrets...**
- You've read the books, attended the courses and yet you **haven't found your edge quite yet**. You want to discover deeper levels within yourself? We'll take you there.



# Who are you?

*This programme is NOT for you if..* 🙅

- You don't have a good level of English.
- You're not committed to doing any experimental homework outside the calls that will transform your conversations.
- You're looking for therapy (although it is great you're on this journey). We'll be touching on some deeper work around beliefs from a coaching and not a therapy perspective.





# What? The Programme

# The Curriculum.

## What you will learn, and when. ✨



### Week 1: Navigating Small Talk 😊

- Introduction to the group & each other
- Reframing small talk & 3 tools to navigate it: curiosity mindset, breaking scripts & statements

### Week 2: Cold to Warm 🔥

- Accelerated rapport building (verbally & non-verbally)
- Where is your awareness? Dealing with the voice inside your head
- The power of framing

### Week 3: Empathy & Presence 🙏

- The empathy staircase
- Labelling & mirroring
- Holding space and building presence

### Week 4: Deep Listening 🧐

- The 3 levels of listening
- What categories to listen for
- Asking better questions
- The curiosity mindset

### Week 5: Mindset & Identity 🤔

- Who are you? Playing with labels and authenticity
- Negative automatic thoughts, limiting beliefs and creating positive empowering beliefs

### Week 6: Play 🤪

- Evoking emotion and making conversations fun, energizing and enjoyable using improvisation, storytelling, risk taking and charisma techniques
- Life after the programme

# The Dates.

## Diaries out!



## Spring 2022

16<sup>th</sup> February – 23<sup>rd</sup> March

2hrs 15 mins weekly on Zoom

Wednesdays 7-9.15pm GMT |

Thursdays 12-2.15pm | Thursday 4-6.15pm

Week 1: Navigating Small Talk 😊

Week 2: Cold to Warm 🔥

Week 3: Empathy & Presence 😊

Week 4: Deep Listening 🤔

Week 5: Mindset & Identity 🤔

Week 6: Play 😄



# Our Approach.

## 21<sup>st</sup> century learning methodologies



### We Make it Fun

Otherwise, it's an exhausting chore!  
We invite you to bring your whole self,  
laugh out loud and wish all learning  
could bring this much joy.



### We Create Discovery & Curiosity

We won't just give you the answers.  
The deepest learning comes through a  
journey of asking curious questions,  
exploring and discovery.



### We Learn by Doing

There is no progress without action.  
This is a highly interactive learning  
experience, with reflection exercises  
and homework to experiment with and  
integrate learning each week.



### We Believe in Community-Learning

Connection isn't a solo venture.  
Be inspired by a global community of  
like-minded others. And an  
opportunity to steal what they do  
best....



### We Go Deep

You can learn the tools in a book. We  
go deeper, unlocking and expanding  
your assumptions, beliefs and feelings  
about yourself, others and the word.



### We Teach Across-Disciplines

Different contexts require different  
approaches. This unique programme  
combines elements of coaching, non-  
violent-communication, meditation,  
improvisation, psychology and socio-  
linguistics.



# What Others Say About Us.

**100%** Would Recommend to a Friend



**100%** Achieved Their Transformational Goals

# Testimonials.

*Aka... Kind words from the #TriggerTribe 🙋*



“ I joined the programme because I was looking for help my conversational abilities, particularly around new clients/group settings. **The strength by a mile is Georgie, and her incredible passion and knowledge for the subject. She is also a fantastic teacher.** Her methodical approach really helped me understand the successful components of a conversation. She gave me all the tools to understand the basics of a successful conversation, and I was able to practise these to radically improve my convo skills. This was incredibly powerful and definitely something that I would recommend to others looking to develop the foundations of a successful conversation. Thanks so much Georgie. ”

- Shaun, Entrepreneur

“ This is a unique course that not only provides tools to develop conversational skills but also insights on how you relate to yourself and others. **Highly interactive and engaging, the facilitators do a great job and are committed to supporting you in implementing your learning after the course.** ”



- Nita, L&D

“ I had high hopes for the programme, realising the many ways that changing my conversations could enhance my life - personally and professionally. **I'm emerging at the other end with not only a greater confidence that those changes are possible but with a real practical sense of how to get there.** I've gained a set of tools to use in conversation to get to know people in my life more deeply and had ample opportunity to test them out in a safe and supportive environment. **It was also an opportunity to examine our own habits and unconscious assumptions surrounding the way we interact with the people around us, the chance to try out other ways of being and gently expand my own sense of self and what I'm capable of. As those assumptions dissolve I'm feeling more free to be vulnerable and authentic and courageous in my interactions from day to day.** ”

- Lizzy, Teacher

# Testimonials.

*Just a few more...* 🙋



“ **The programme has helped me break out of a rut** - before I was having a lot of rather boring conversations where I struggled to feel connected to the other person. **It's also made me realise the importance of having fun conversations in every-day life.** I never thought I'd be the kind of person who strikes up a random conversation with a barista or someone sitting opposite me on a train. The programme has given me the confidence to do that and that has brought a lot of fun into my life. **It challenged a lot of the assumptions I'd made about myself and other people. I also learnt a lot about the type of conversations I want to be having more of.** Before the course, I knew there were some people in my life I enjoyed talking to and found really interesting, but I couldn't put my finger on what it was about our conversation that I liked so much.

- Kate, Entrepreneur

”

“ My experience was very positive: Georgie clearly put a lot of thought, research and rich personal experience into crafting the content - which was excellent. The blend of practical tools, reflection on mindset, coaching, homework, etc. all worked very well together – felt like a ‘complete’ way of building conversational skills. The way she facilitated the group was also great – she created a really open, accepting space for us to learn, share, laugh and play together. **One thing I'm stepping away with is a sense of courage and confidence knowing that striking up a conversation with a stranger or going deep in conversation isn't difficult – don't need to be clever to be a good conversationalist – you just need to be curious and open.** I was also surprised by how a small question can open the door to a whole range of conversational possibilities – all it takes is some careful listening, echoing / reflecting, gentle questioning and reciprocal sharing. The sort of connections I'd like to be experiencing on a daily basis now feel more within reach thanks to the programme.

- Laura, Managing Director

”

“ I am glad I invested the time in this holistic programme. The thought that went into **the structure of the programme is incredible and really takes one on a transformation journey.** It gave me frameworks, tools and support to transform my conversational skills. **I learnt a lot about myself and how my own limitations and beliefs were pulling me back in my day-to-day conversations.** I now feel more confident that I am capable of holding the space for more interesting conversations where I am learning new things and which I feel are engaging to others.

- Lais, Project Manager

”

- Canapé -

If you had to choose, would you like  
to spend more or less time alone?  
Why?

**Next Steps.**

# Apply: The Virtual Packages.



**DATES: 16<sup>th</sup> February – 23<sup>rd</sup> March**

Group 1. Wednesdays 7-9.15pm GMT (London) | 2pm EST (NYC) | 11am PST (LA) | 12pm MT | 1pm CT

Group 2. Thursdays 12-2.15pm GMT (London) | 7am EST (NYC) | 10pm AEDT (Sydney) | 5.30pm IST (India) | 8pm UTC+8 (Singapore)

Group 3. Thurs 4-6.15pm GMT (London) | 11am EST (NYC) | 8am PST (LA) | 9am MT | 10am CT

\* Please ensure you check your local timings based off the UK time zone.

## 6 Week Transformational Conversations Programme

- Six weekly live learning calls on Zoom (2hrs)
  - Weekly reflection questions & homework
- Community connection, inspiration and support via private WhatsApp group

**£750\***

\*EARLYBIRD: £675 before 14th January.

## The Accelerated Learning Package

- The full Transformational Conversations Programme
- x2 1.5hr group coaching calls (6 people max) with Georgie to accelerate, deepen and support your transformational journey. Held mid-way and towards the end of the 6 weeks

**£850**

## The Deep Learning VIP Package

- The Accelerated Learning Package
- X2 1-1 coaching sessions (1hr)
- 20 mins weekly 1-1 accountability calls
- 48hr access to Georgie via email and WhatsApp
- x2 personalised conversation audio feedback reports (up to 15 mins recording).

**£1750**

\*Not including an optional 2.5hr live 'in field with strangers' training = £400

Instalment and low-income options available. Contact [georgie@triggerconversations.co.uk](mailto:georgie@triggerconversations.co.uk)

# Apply: The In Person 3-Day & 4 Week Course.

## 3 Day Course: Fri 4<sup>th</sup>-6<sup>th</sup> March

9.30am-5pm GMT - Held in Central London

## 4 Week Course: 4<sup>th</sup> – 28<sup>th</sup> March

3 day course + weekly virtual 1.5hr group coaching calls (calls are held on Monday at 1700 GMT)



### 3 Day Live Transformational Conversations Programme

- The full programme (all 6 modules) spread over three days' face to face learning.
  - Max cohort size 20.

£995

\*EARLYBIRD: £895 before 21<sup>st</sup> January.

### The Accelerated Learning 4-Week Package

- The full 3-day programme
- Weekly homework & reflection questions
- Virtual 1.5hr group coaching calls with Georgie for the 4 weeks afterwards. A powerful way to solidify learnings and integrate the tools.

£1350

\* Early bird: £1295 before 21<sup>st</sup> January.

### The Deep Learning VIP Package\*

- The Accelerated Learning Package
- x2 1-1 coaching sessions (1hr)
- 20 mins weekly 1-1 accountability calls
- 48hr access to Georgie via email and WhatsApp
- x2 personalised conversation audio feedback reports (up to 15 mins recording)

£2450

\*Limited availability

# Apply: Next Steps.

*For conversation superpowers. You know you want to* ✓

APPLY  
by 8<sup>th</sup> February  
for the virtual programme



+



+



+



## 4-MIN FORM



Complete a **4 minute form** to share your interest.

## TASTER WORKSHOP (optional)



Sign up for an optional **taster workshop** to get a flavour of the programme (Thurs 14<sup>th</sup>, Wed 19<sup>th</sup>, Thurs 27<sup>th</sup> & Mon 31<sup>st</sup> January).

## CONVERSATION

Georgie will follow up by email to **arrange a short chemistry call** to see if the course is right for you and which package suits your needs best.

## CONFIRM

You'll be invited to **pay to confirm** your place.

## GET EXCITED!

Feel the anticipation and **get excited** to transform!



# FAQs.

## *We do love a questioner?*

### **Q: What kinds of people will be on the programme?**

A: Generally, this programme attracts curious, nerdy and connection-fuelled humans in their 20s-late 40s, looking to build and strengthen their network to increase their business and career opportunities. E.g. entrepreneurial-types, business owners, freelancers, coaches. However, we have also had teachers, mentors, product and projects managers on the course! Most people who join are confident having conversations with people they know but want to learn how to adapt their style to different contexts.

### **Q: How many people will be on the programme?**

A: Up to 20 fellow learners on the call.

### **Q: How do I experience a flavour of Georgie and her training style?**

A: Beyond reading the testimonials, you can attend a Taster Workshop on Thurs 14<sup>th</sup>, Wed 19<sup>th</sup>, Thurs 27<sup>th</sup> & Mon 31<sup>st</sup> January. You can also complete the application form and Georgie will follow-up to schedule a discovery call.

### **Q: Do I need to attend every workshop? Will there be recordings?**

A: Ideally, yes, but you could get away with missing one. The sessions will provide opportunities to experiment with and really understand new tools, plus they will build on each other. If you do have to miss one there will be a recording and notes available so you can catch-up.



### **Q: I can't make the dates, when can I sign up for the next programme?**

A: We are aiming for a summer or September intake. Share your interest so we can keep you updated.

### **Q: What is the balance between practice and theory? How much homework is there? Is it obligatory?**

A: Each session is highly interactive - more of a co-created conversation or enquiry than a talk. We'll have cameras and mute off and frequently use breakout rooms to practice techniques together. As for homework outside the calls, each week you will be given a self-reflection task (15- 30mins) and 3 action tasks to practice with other humans before the next week. The action tasks are split into categories depending on how you are (light, thirsty and hearty!) and take only a few minutes each. The more you experiment with outside the calls the more you'll be able to transform your conversations, so doing the homework is a big part of the programme.

### **Q: Got a question that isn't here?**

A: Contact us!  
[hello@triggerconversations.co.uk](mailto:hello@triggerconversations.co.uk)

# Let's Continue The Conversation....



Complete a 4-minute form



Attend a Taster Event



**Georgie Nightingall**

**[www.TriggerConversations.co.uk](http://www.TriggerConversations.co.uk)**

**[Georgie@Triggerconversations.co.uk](mailto:Georgie@Triggerconversations.co.uk)**

