

CASE STUDY:
ENGINEERING SERENDIPITY
FOR A LEADING GLOBAL
LEGAL FORUM

NOVEMBER, 2018



THE CHALLENGE

Every year an international selection of clearing houses, legal service organisations and NGOs come together to share best practices and build relationships to help improve their processes and work more collaboratively. This year, the conference was opened to practitioners outside of the EU and USA.

The Client Asked:

“We have to work together, yet we are scattered around the globe. We only have one chance a year at our annual conference to connect, build collaborations, solve problems and develop partnerships for the next year.

How can we accelerate and strengthen our relationships?”

But this was not the only challenge.

The Unspoken Challenge

We soon discovered that there was a power dynamic between two of the parties, which affected their communication and prevented the extent to which they could build strong relationships.

OUR OBJECTIVES

01

NEW NETWORKS

Encourage individuals to break out of their known networking groups.

02

UNDERSTANDING

Create more open and positive conversations to better understand one another.

03

COLLABORATION

Increase the potential for future collaborations outside of existing relationships.

04

STRONG RELATIONSHIPS

Foster stronger relationships across boundaries.

05

CREATIVITY

Extract creativity and fresh insights to support problem solving.

06

MEMORABLE

Create a unique, original and memorable experience.

Event time:
3 hours

140 No. of
conference attendees

THE SOLUTION

To design and facilitate an Engineered Serendipity Workshop using Trigger's Conversation Menu.

1. The Discovery Phase

First we held two discovery calls with the conference organisers to understand their world: How did they describe their culture? What did their conversations look like? What conversations were they avoiding?

2. The Design Phase

Following the discovery calls our Question Curators created a 9-course Conversation Menu that would undercut the power dynamics and accelerate the rate at which attendees traditionally would build relationships.

But why conversation? Because conversation is the key nutrient of relationships. It's more than an exchange of thought and information, but a door to opportunity and growth.

The Conversation Menu was therefore designed to ignite understanding and reveal alignment between different parties, with the theory that from this foundation strong relationships could be built to enable more effective future collaboration.

For example, asking questions around themes like challenges or successes were designed to not only give attendees an appreciation of their peers working lives, but crucially articulated how they could help one another.

3. The Conference Day

On the opening afternoon of the conference two of our facilitators delivered the engineered serendipity workshop over three hours to a group of 140 attendees. Each course, attendees were paired with someone new ensuring that they met a spectrum of legal professionals.

This is what happened:

- **New contacts were made**
- **New project ideas were developed**
- **New concepts were learnt**
- **New solutions were sought**
- **New opportunities were discovered**
- **Difficult conversations outside of comfort zones had**



THE CONVERSATION MENU

- Canape -
Ice Breakers

- Starter -
Motivations & Shared Purpose

- Meat -
Building Your Network & Partnerships

- Fish -
How To Have Difficult Conversations

- Vegetarian -
Successes

- Gluten-Rich -
Challenges

- Dessert -
Individual Abilities & Aspirations

- Cheese -
Sharing Round

- Coffee -
Reflective and Revitalising



THE RESULT

92% of participants

Agreed or strongly agreed with the statement:

“This year’s Joint Meeting will have an impact on the way I implement my public interest or pro bono work moving forward.”

And believed that from the meeting they would:

- Be more willing to reach out to contact at other firms
- Actively exchange their learning more often
- Consider more effective communication skills and strategies
- Join forces on more joint projects
- Be open minded to other problems and solutions
- Develop wider networks to find new collaborations and partners
- Act on ideas, connections and examples learnt from other countries to improve own service

Feedback from the attendees

“Please do something similar again”

“I found this a great way to start the conference - now I have two days to continue the conversations, thanks!”

“Everything was excellent. Need to inform people who were not in attendance about the coolness of the event.”

“The structure itself was the most useful piece - i.e. that forced introductions to new colleagues. It was almost like speed-dating for networking. It was a great use of time!”

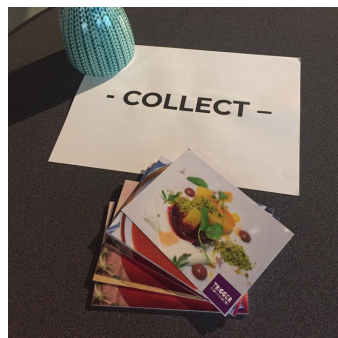


TESTIMONIAL FROM THE ORGANISER

"We asked Trigger Conversations to help our network connect better, and they delivered more than we ever could have hoped.

Trigger Conversations customised an event to enable our community to have meaningful conversations.

Through Georgie and Olivia's deft facilitation we got to know the humans behind the organisations; we found that we shared the same challenges and frustrations; we bonded over the successes and, yes, the failures we experienced alone and together; we made connections with people we might not have spoken with; and we walked away with more insight, compassion and closer relationships than ever would have been possible had we done the usual standard networking over wine event."



TRIGGER CONVERSATIONS

Trigger, the future of human conversations

Trigger Conversations is a London-based human connection organisation using the power of conversation to help leaders put the human back into the workplace.

As life coaches and question curators, Trigger designs label-less spaces and teaches emotionally-intelligent tools to awaken curious cultures, ignite serendipity and accelerate collaboration and growth.

Let's Talk

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