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# Human Steady AI Ready

## HOW TO CONNECT PEOPLE WITH MEANING?

Five years of experience and lessons learned from building the Coffideas method – supporting events and organizations.

# Human Steady AI Ready

## HOW TO CONNECT PEOPLE WITH MEANING?

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**CHECK THE DIGITAL VERSION →**

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# Part 1:

# Foundations and why it works

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In other words, what it's all about and why "every conversation leads to something meaningful



# 1.1 Creative Collisions: The origins of Coffideas

Coffideas didn't emerge from an Excel spreadsheet or a cold ROI calculation, because the most important things in life can't be squeezed into a table. It grew from a deep, almost physical conviction that something always comes out of every conversation – if only we create the right space for it and take off our armor.

## We live in a BANI world: Brittle, Anxious, Non-linear and Incomprehensible.

We've let ourselves get caught up in this digital rush, where we are "always on" but "rarely connected."

**WE ARE  
"ALWAYS ON"**



**BUT WE ARE  
"RARELY CONNECTED"**

At Coffideas, we deeply believe that in the digital age, our greatest advantage – our "Human Steady" – is the ability to be together in a mindful way. Technology is just a tool, a hammer you can use to build a house or smash a thumb; we use it to build bridges between people.



**Coffideas is about Creative Collisions.**

These are the creative impacts that strike the spark of innovation. Look at how it works in physics or chemistry – you collide particles, and new energy, a new entity, is born. In business, innovation isn't born in sterile executive suites; it's born at the intersection of different worlds, in the messy, chaotic process of exchanging thoughts. It's not about patting each other on the back and nodding along. It's about colliding perspectives – being "Different in an interesting way," as Bob Johansen (IETF) puts it – because only a difference in potential generates a current.

## 1.2. Values as a Bond

Values are not just slogans on corporate lobby walls that you pass by indifferently on your way to get coffee. They are a "gut feeling" – what you feel in your core when you have to make a tough decision without enough data. They are the compass that keeps working even when the company's GPS fails.



**YES, AND...**

Instead of "yes, but," say "yes, and". This comes straight from theatrical improvisation and jazz; it is the absolute foundation of creativity. When someone plays a solo, you don't say, "no, that's a false note." You say, "yes, I hear it, and I'll add my rhythm to it so we can flow together." We build on the ideas of others, creating an upward spiral instead of blocking each other with the word "but" – the ultimate killer of innovation.



**SHARING  
IS CARING**



### You care - you share

We're not talking about the cliché of sharing a cookie in the office kitchen. This is the radical sharing of your ignorance and doubts. The leader of the future must be able to say: "Listen, I don't know. Let's figure it out together." "It is ok not to know, it is not ok not to ask" – this simple rule strips away the monstrous burden of infallibility and finally lets people breathe.



# 1.2 Values as a bond

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## You can leave your judgments in the hall



**LISTEN, SHARE,  
REPHRASE, CREATE**

Effective communication is based on active listening, sharing ideas, and developing them together into something new.

## Joy is multiplied when shared

The most incredible reaction after every session is the "pure joy" of helping – the real kind. Leaving a session, participants are often beaming; they feel a sense of fulfillment and pride because their perspective or experience helped someone else move forward.

**CELEBRATE  
SOMEONE  
ELSE'S  
SUCCESS**

# 1.2. Values as a bond

## Stay hungry, stay curious

**IT IS OK NOT TO  
KNOW, IT IS NOT  
OK NOT TO ASK**



Accepting that we don't have all the answers creates opportunities for learning and growth – as long as we are brave enough to ask the questions.

## Help others to level up



**HELPING IS  
LEARNING**

We believe that sharing your expertise is the ultimate shortcut to mastering your own craft. True community is built by helping everyone. Permanent or temporary, every connection matters.



**And what values are important to you in  
a conversation with another human being?**



# 1.3. A Lesson from a Jazz Band: What listening really is?

In human relationships, even the best technology – including AI with a trillion parameters – is just an addition, a support system. What happens between people, that chemistry, that eye contact, is purely analog, and it cannot be digitized. This is "Deep Listening" – listening that is not just waiting for your turn to speak.

"Learning how to be more like a jazz band." In jazz, if you don't listen to the bassist, the drums fall apart in three seconds, and the magic vanishes. It's the same in business: if you don't listen to your team, the client, or the market, you lose relevance and fall out of the game.

## Coffideas provides a rare space to "stop" in a rushing world.

It allows us to hear not only words but intentions, emotions, and what is written between the lines. True understanding is only born in the silence of mindful listening.



**We are losing  
our listening -  
Julian Treasure**

Julian Treasure (The Listening Society) says that listening begins with intention. Coffideas gives that intention as a gift – through structure, time, and a question that is more important than the answer. **"We are losing our listening."** – Julian Treasure



## 1.4 Psychological safety: What do introverts really need?

We often hold the stereotype that networking is only for extroverts – those "social butterflies" who dazzle with a glass of wine in hand. Nonsense. At Coffideas, introverts flourish and often bring the deepest value.



**Do you know why?  
Because there is structure.**

Structure provides safety; it is like a railing on a bridge. In the chaos of an "open space" where you have to elbow your way for attention, an introvert simply fades and retreats. But here, they know exactly what will happen; they know the rules of the game. They know they have their 15 minutes, and no one will interrupt them. They know the algorithm hands them the floor on a silver platter, giving them an equal voice with the CEO. This process engineering removes the fear of the "social jungle."

# 1.5 Game mechanics: How play turns stress into a "superpower"



**AUTHOR**

## **Dominik Goss**

Mentor with 20 years of experience in tech; as a "Trust Engineer" and public speaking expert, he teaches leaders how to ditch school-day patterns and reclaim their natural superpower of conversation and stage confidence.



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**Have you ever wondered why, at some conferences, people interact naturally, while at others, they become wallflowers, clutching their coffee cups for dear life?**

The secret rarely lies in the quality of the catering. The key is psychological safety. At Coffideas, we discovered that for people to truly start talking, we must take the burden of initiative off their shoulders.

In designing Coffideas, we used the idea of drawing participants into a short, fun game. By discreetly navigating the participants, we turn the stress of the "new" into an engaging experience. We've transformed the awkwardness of searching, introducing oneself, and getting to know others into a pleasant and effective journey.

# 1.5 Game mechanics: How play turns stress into a "superpower"

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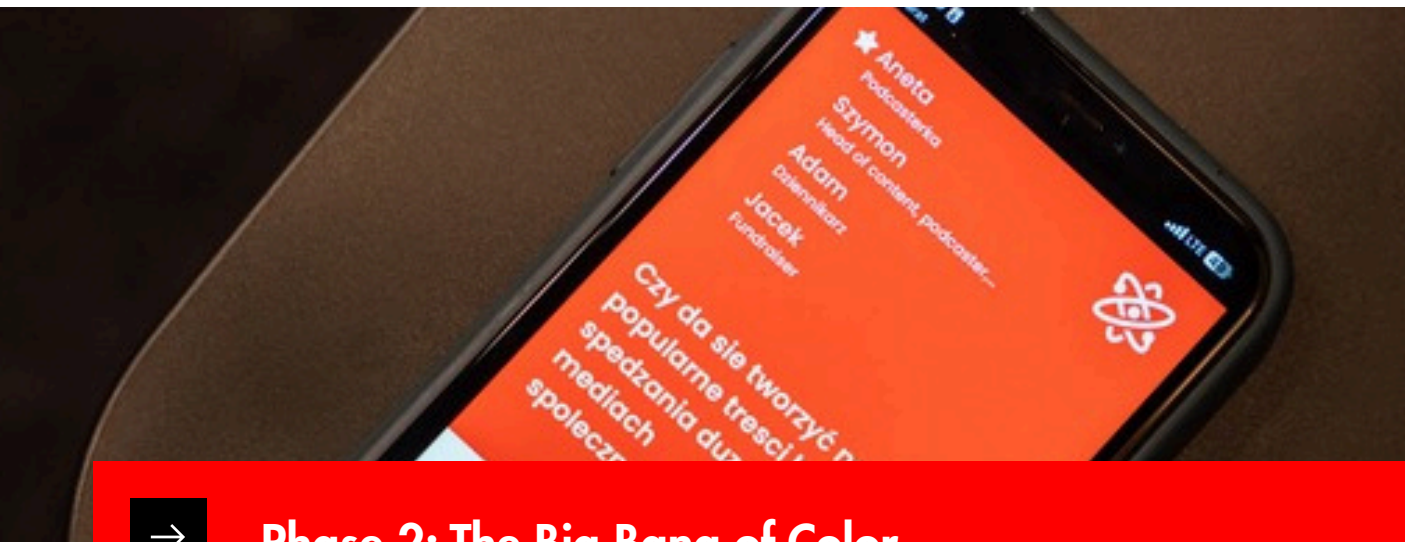
## Phase 1: The Silence Before the Storm (Black & White)

It all begins with a moment of mindfulness. When you enter the app, we don't attack you with stimuli – the interface is intentionally black and white. This is the digital equivalent of a deep breath, taking the weight off your shoulders before you even start. You enter your name and roles, blending professional threads with private ones. We believe you are the sum of your experiences, so your passions and challenges become the foundation for a structured collision of perspectives.

When you click "I'm ready," only an animation of steaming coffee appears on the screen. **This moment of suspension is crucial – we design it as a safe pause.**

It allows you to focus on yourself and find your balance before technology connects you with another human in the real world. This is trust engineering that looks after your sense of safety from the very first second.

# 1.5 Game mechanics: How play turns stress into a "superpower"



## Phase 2: The Big Bang of Color

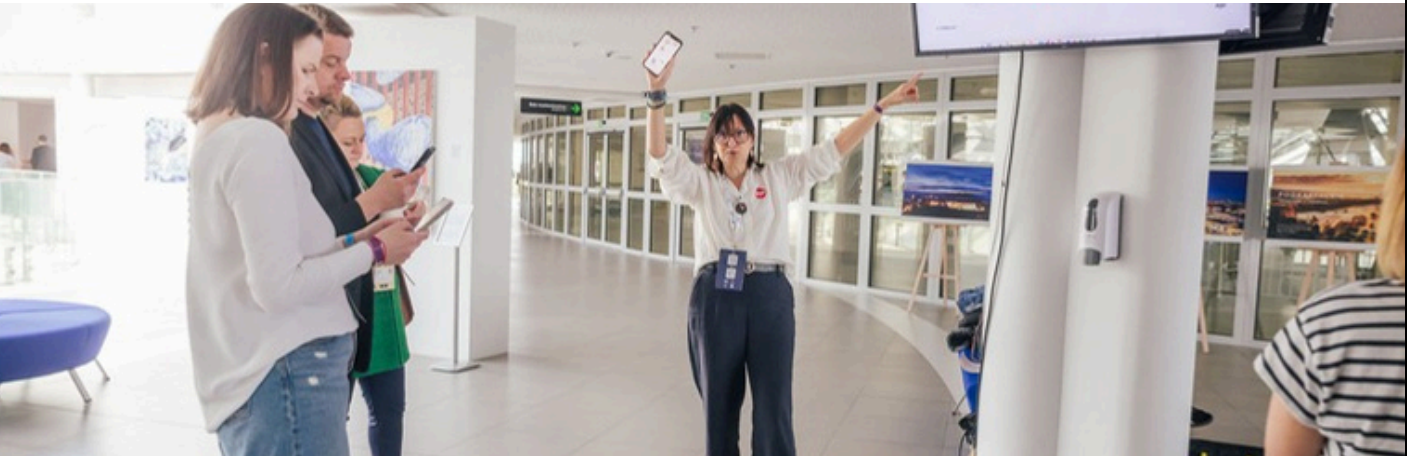
**Zero hour strikes. The organizer clicks "Draw," and the Coffideas algorithm does the hardest work for you: it designs the collision of perspectives. The system selects the most diverse group of four, based on your selected categories.**

At this moment, the interface comes to life – black-and-white calm gives way to vibrant colors. Each group receives a unique symbol: a Yellow Ball, a Red Car, or a Blue Book. This isn't just a graphic; it's an engineering shield and your admission ticket.

We take the burden of initiative and the fear of rejection off your shoulders. You don't have to wonder who to approach – the algorithm has made the decision for you. You are the "Blue Book," and you have a clear goal: find the other three. You have a role and the certainty that they are looking for you too. On the screen, you see their names and the conversation topic – a specific starting point chosen by the system from your proposals. This is the antidote to small talk, allowing you to move straight into building relationships with sense.



# 1.5 Game mechanics: How play turns stress into a "superpower"



## Phase 3: Hunting for the Tribe

**This is the moment the room comes alive. Instead of hiding in your phone out of uncertainty, you use it as a lighthouse.**

At Coffideas, **we flip the role of technology:** instead of isolating, the phone becomes a navigation tool that compels real interaction and connection.

The game mechanics do the hardest social labor for you. You don't need a brilliant opening line – you simply search for your group, calling out: "Hey, who has the Yellow Ball?". Barriers break down instantly because everyone is playing by the same rules. This is trust engineering in practice – sometimes people even stand on chairs to find their team.

# 1.5 Game mechanics: How play turns stress into a "superpower"



## Phase 4: The Algorithm of Sense

Once the group finds each other, the system prompts a specific topic – it's our way of building relationships on-the-go. You don't waste time talking about the weather. You talk about what is important to the group host and what resonates with all of you. Thanks to the structured session, you enter a deep discussion within the second minute.

**This is how we realize the mission: "Connect people with sense" – fast, safely, and with a specific purpose.**



## Phase 5: Dynamics and Scale

After 15 minutes, a reset occurs. A new draw, a new symbol, a new role. This isn't an accident – it's a pragmatic rotation. Within an hour, you collide with dozens of perspectives, building a network of connections: 3, 7, up to 11 new people.

**Each session ends with a designed sense of wanting more – that spark that drives further collaboration long after the app is closed.**

# 1.5 Game mechanics: How play turns stress into a "superpower"



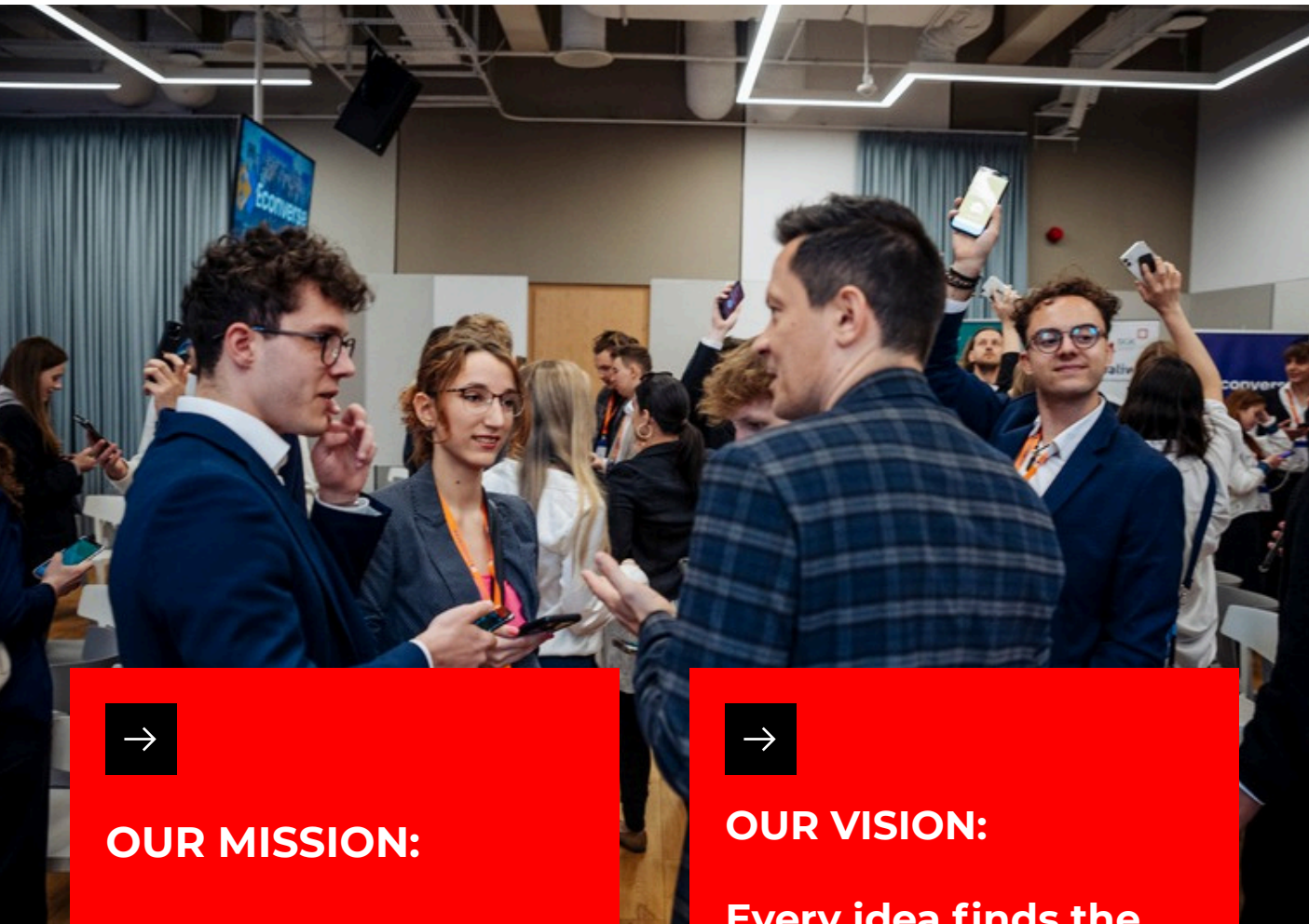
## Summary

Human-Centric Tech: At Coffideas, technology doesn't change the human; it supports what is natural within us. The game mechanics – all those colors and symbols – act as a structural shield. They create a safe framework where the introvert and the CEO play by the same rules.

**When we strip away the fear of judgment and give people a common goal, it turns out that conversation is our greatest human superpower.**



# 1.6 Mission and Vision



## OUR MISSION:

**We believe that conversations change worlds.**



## OUR VISION:

**Every idea finds the knowledge and support to make it happen.**

We create a space where people can share ideas and perspectives, learn from one another, and together build a future based on collaboration.

Coffideas is a community that develops: listening, asking questions, and creating valuable relationships, because these are the keys to success.

# 1.7 Coffideas Ambassadors: Architects of meeting culture

**AUTHOR**

## Joanna Andryszczak

Human2Human Evangelist; speaker, ICF coach, mentor and trainer, she implements a culture of authentic relationships and empathy in organizations.



At Coffideas, we believe that one person can change the dynamics of a whole group, but an army of trained leaders can change the culture of an entire organization. That's why we created the role of the Ambassador – a certified partner who becomes the face of our method wherever we cannot be in person.

## Ambassador is not “subcontractor”.

An Ambassador is our partner in the mission of connecting people with sense. They are someone who:

- **Understands that conversation** is technology and knows how to operate it with surgical precision.
- **Embodies our values:** "Yes, and...", "Sharing is caring," and "Helping is learning" are not just slogans to them; they are a manual for interacting with others.
- **Connects the dots:** They see potential where others see silos and know how to use the Coffideas algorithm to bring out the best in any group.

WHO IS AN AMBASSADOR?

# 1.7 Coffideas Ambassadors: Architects of meeting culture

## What does an Ambassador do? (Our shared responsibility)

Ambassadors take on the role of stabilizers and magnets within their environments. Their key tasks include:

- **Initiating creative collisions:** Organizing and hosting Coffideas sessions within corporations, at events, or in local expat communities.
- **Facilitating the process:** Ensuring that every conversation is "Powered By Coffideas" – meaning it is structured, deep, and ends with a specific insight.
- **Building a safe space:** They are responsible for making sure participants leave their "armor" in the cloakroom, allowing authentic ideas to hit the table.



### Why become a Certified Ambassador?

For us, certification is more than just a diploma. It is a guarantee of quality and a ticket to our ecosystem:

- **Access to the "Engine":** Ambassadors use our proprietary technology and participant-matching algorithms, taking the logistical weight off their shoulders.
- **The "Powered By" Methodology:** Only certified Ambassadors can lead our flagship `powered_by_coffideas` workshops, utilizing ready-made scenarios and tools.
- **B2B Credibility:** In the corporate world, a "certificate" is a signal: "I know what I'm doing, I have a proven system behind me." It is the key to the doors of major organizations looking for measurable results, not "just networking."

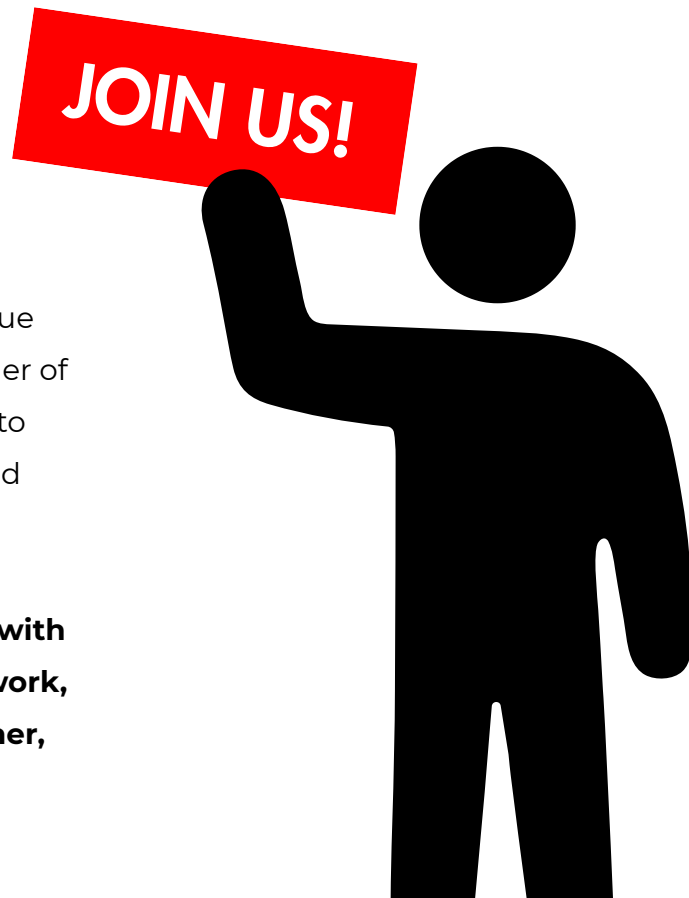
Expert Community: Being an Ambassador is a pass to an exclusive circle of Masterminds, where we – as Coffideas – share the latest research and experiences, and collectively solve complex facilitation cases.

# 1.7 Coffideas Ambassadors: Architects of meeting culture

## The benefits of being on our team

Being an Ambassador provides a unique market advantage. You become a leader of change, equipped with a specific tool to fight burnout, lack of engagement, and isolation in teams.

**You gain a sense of agency – seeing with your own eyes how, thanks to your work, people begin to truly "hear" each other, rather than just "listen."**



**We invite you to lead Coffideas sessions in your organization or at events – just fill out the form.**

**Become an Ambassador →**

# Part 2:

# Methodology and „Humans Engineered“

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In other words, how it's built under the hood and why it works like a Swiss watch.

# 2.1 Building courage: HUMANS ENGINEERED in practice



AUTHOR

**Waldek Olbryk**


Co-founder Coffideas  
Leader with over 25 years of experience in major real estate firms; as a patron of business-art dialogue, he replaces corporate templates with authentic, meaningful human encounters.



Coffideas is not just an "event"; it is precise social engineering. We don't build bridges out of concrete and steel; we build them out of conversations, trust, and shared experiences.

**The process is simple, but its psychological impact is powerful.**

The process is simple, but its psychological impact is powerful. For most of us, speaking in a group or a public forum is difficult. For some, the fear of speaking up is sometimes worse than the fear of death. When engineering group experiences, we usually start with pairs – because in a one-on-one setting, it's easiest to be honest, the intimacy is greater, and the fear of judgment is lower. This lays the first brick of courage. Then, once you feel that ground under your feet, we combine those pairs into fours, and finally, we hold a forum. This is scaling trust – from the individual to the community, step by step, without the cold shock of a sudden plunge.



Humans  
Engineered  
by Coffideas  
is courage  
in a capsule

BUILT ON STRUCTURE,  
PSYCHOLOGICAL SAFETY,  
AND RADICAL  
CONSISTENCY.



## DOMINIK GOSS

This was our most humbling engineering lesson. We made a false assumption: we thought that participants would get the most satisfaction from being "receivers" – the moment when their topic is drawn and they receive support.

Reality verified this hypothesis. The strongest feedback we get is the sense of fulfillment that comes from the fact that my perspective helped someone else. This discovery confirmed the value of "Helping is learning."

At Coffideas, we don't just take the weight off people's shoulders; we give everyone a chance to feel a sense of agency. It turns out that being useful to another person is what builds the most lasting bridges and gives authentic pride.

**That is exactly how our trust engineering works – we design a space where everyone becomes an expert for someone else.**

## 2.2 You are not alone: the mirror effect

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Do you know what the most powerful, most liberating moment in Coffideas is? It's that second when you hear a "click" in your head and think: "Wow, they have it too!" Often, you think that only your company is in chaos, only you are failing to deliver, or only you are afraid of AI. It's the "leader's bubble of loneliness."

Does that sound familiar? Then, suddenly, you sit down with someone from a different industry, a different world, and it turns out they share the same demons. It brings incredible relief and a sense of belonging. "Oh, you feel that too? Then I'm not crazy."

This builds a tribe faster than any corporate integration retreat ever could.

## 2.3 The magic of 15 minutes: structure and Parkinson's Law

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We often hear objections like: "Hey, 15 minutes isn't enough; we need to have a deep conversation!" Absolutely not – that's the trap of thinking about time as an elastic resource.



**We believe wholeheartedly in Parkinson's Law:**

Work expands so as to fill the time available for its completion. If you give people an hour for a meeting, I guarantee they will spend 45 minutes talking about the weather, traffic, and coffee, and the actual substance will only emerge in the final minutes.

We flip this. We use a "time-box." Fifteen minutes is the "sweet spot" of efficiency. It's enough time to exchange value, get inspired, and plant a seed – but too little time to start faking it, talking fluff, or building corporate facades. This time limit acts like adrenaline: it sharpens the senses and triggers the core essence of the talk.



## 2.4 How the phone connects: analog in a digital world



WALDEK OLBRYK

This is the paradox of our times that we are proud of. We use the phone (the app) to... force people to put their phones away.

Daily addicted to screens, scrolling, and likes – Coffideas uses technology in a subversive way: only as a "matchmaker." The phone tells you who you're talking to, gives you a topic, and then... it's meant to disappear. Technology should deliver us to another human like a taxi, not replace the meeting itself. At Coffideas, we are the "Guardians of the Analog," hacking the system with digital tools to restore humanity.



DOMINIK GOSS

We've often been suggested recording conversations or generating AI transcripts. Our answer is short: absolutely not. Such tools tear the fragile fabric of trust and strip participants of their agency. **At Coffideas, technology is meant to support presence, not archive it.**

We took a similar approach to the automatic exchange of contact information. We deliberately didn't introduce this feature. Why? Because exchanging a "business card" is an act of trust and a conscious choice. When you do it manually – typing in a number or searching for someone on LinkedIn – you build a more lasting connection. This is trust engineering, where quality wins over quantity. Relationships established this way are strengthened because they stem from your decision, not system automation. It's a ticket to a real, human relationship.

## 2.5 Neurobiology of connection: why "relationship" is the missing piece of every meeting

→ AUTHOR

### Joanna Andryszczak

Human2Human Evangelist; speaker, ICF coach, mentor and trainer, she implements a culture of authentic relationships and empathy in organizations

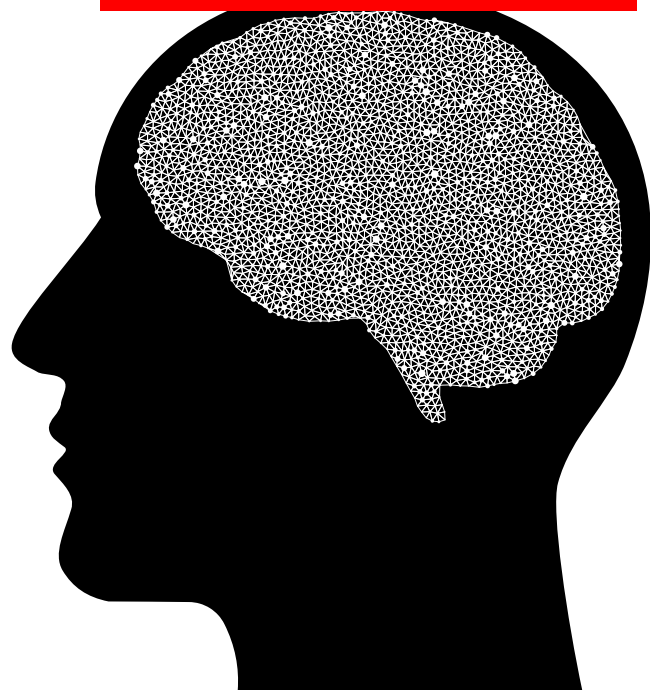


**CONNECTION  
IS THE KEY -**

**EVERYTHING ELSE  
IS JUST A PRETEXT**

Regardless of whether we are talking about a project team, an industry conference, or a local community – every human gathering is based on the same biological necessity: the need to be seen and to connect.

In a world dominated by digital distractors, our strategy of presence must return to the roots of neurobiology.



## 2.5 Neurobiology of connection: why "relationship" is the missing piece of every meeting

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### The Neurobiology of Belonging (Social Baseline Theory)

Our nervous systems did not evolve for loneliness. From the perspective of Social Baseline Theory, the brain treats isolation as a high-risk state requiring massive energy expenditure. When we enter a group of strangers, our "threat scanner" runs at full throttle.

- **Technology as an "Architect of Safety":** Coffideas is not for building virtual worlds. It is a tool that optimizes the biology of a meeting. By intelligently connecting people into four-person micro-groups, we lift the burden of "social anxiety" off them. Technology does the hardest organizational work for us, so we can focus on what matters most – live contact and safe co-presence.

### Mindfulness and Curiosity competencies of being in connected

In every gathering – from the board of directors to workshops – success depends on the competencies we develop together, which allow us to "anchor" ourselves in the relationship:

- **Focused Attention:** The ability to be "here and now" with another person. In an age of constant notifications, full presence has become the most valuable currency we can gift to someone.
- **Open Awareness:** Replacing judgment with an authentic opening to what the other person brings. This is what transforms an ordinary gathering into a space for an authentic meeting.
- **Deepened Awareness:** The understanding that a bond is built in every second of our presence, not just when we say something important.

## 2.5 Neurobiology of connection: why "relationship" is the missing piece of every meeting

### Non-Verbal Communication: when the body says "you are safe"

Bonds and understanding do not happen solely through words. They begin much deeper. When we sit in a four-person group, our bodies, our nervous systems, and our entire physiology are already in conversation.

- **Biological Dialog:** Before the first sentence is spoken, our systems scan each other, looking for safety signals.
- **Safe Structure:** Because Coffideas sessions have a clear, safe structure designed by technology, our nervous systems can more quickly "let go" of their standby mode. In this shared space, the body feels it doesn't have to fight for survival, allowing for the creation of a deep bond based on the simple fact of co-presence. It is this sense of safety that allows us to truly hear each other.



#### RELATIONSHIP AS THE ONLY STRATEGY

Let's stop designing events and meetings based on "the program." Let's start designing them for connection. A safe bond is not an "add-on" to social or business life – it is the foundation upon which our ability to cooperate, create, and survive in a world that demands more and more awareness is built. Moreover, it is critical from the standpoint of our physical health.

**A sense of connection and belonging means a healthier immune system. It means fewer civilizational diseases – diabetes, obesity, chronic stress. We can give this for ourselves.**

## 2.6 The role of the host: we are trust engineers



At Coffideas, we don't just "lead meetings." We design and hold the space where the unexpected can happen. Our role as Hosts is to be the invisible foundation upon which others build their bridges. We call this Trust Engineering.

### Hospitality is in our DNA

For us, hospitality is more than just courtesy – it's an active stance. We believe that everyone who comes to us brings a unique world. We welcome that world with curiosity, guided by the **"Yes, and..." principle**. We don't judge the energy our guests enter with; we embrace it and give it direction. If we feel tension in the room, we don't pretend it isn't there. We hold space for it, creating a safe "harbor" for every emotion.

## 2.6 The role of the host: we are trust engineers

### The time before the session: build the foundation

We've learned that trust isn't born on the "start" command. It sprouts in seemingly insignificant moments. Therefore:

- **We are present before others appear.** This is our time for the "session before the session." We talk, we joke, we are simply human. Because of this, when we start the process, we are no longer stranger "facilitators" but part of the community.
- **We see everyone.** We ensure that everyone who crosses the threshold (physical or digital) feels the full weight of our attention. A short "Hi, it's good to have you here" is, for us, the first and most vital element of engineering – a signal that this space is safe for you.
- **We invite, we never force.** Our experience tells us that authenticity flows from freedom. That's why we don't instruct – we invite everyone to explore together what happens when we collide our perspectives.

### Holding the space (Human Steady)

In a jittery world full of noise, we strive to be a point of stability. We are mindful listeners who catch nuances. We aren't afraid of silence – we've learned to love it, because we know that the boldest thoughts ripen within it.

Our greatest success is the moment we become redundant. When we see the conversation "flow," barriers vanish, and **people fall into a whirlwind of Creative Collisions** – we know our engineering has worked. We've created a space where conversation has become a human superpower.



CREATIVE  
COLLISIONS

## 2.7 Know your audience

**AUTHOR****Dominik Goss**

mentor with 20 years of experience in tech; as a "Trust Engineer" and public speaking expert



My most important rule when designing events is: know your audience. Not in a general, marketing sense, but very specifically. Who are these people? What roles do they play daily? What energy do they bring into the room, and what did they leave behind at home before sitting down?

This approach is the foundation of trust engineering. Regardless of the scale – whether it's an intimate workshop or a massive conference – the key is building a bridge. You must speak about what matters to them, using language that lifts the weight off their shoulders and builds a relevant connection.

**Before you step onto the stage, visualize a specific person in the room.**

Don't target a "crowd" – design for the engineer seeking pragmatism, the salesperson hungry for relationships, or the student building their identity.

### Ask yourself:

**What pains them? What drives them after hours?**

The more vivid this image is, the lighter the weight on your shoulders. This is trust engineering – when your words become a relevant answer to their challenges, the connection builds itself. It's an admission ticket to their world, not just a "presentation."



## 2.7 Know your audience

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Once you have a map of your audience's needs, build bridges. Don't do it artificially – use natural references, stories, or questions that resonate with the group. It is this authenticity that makes a participant feel: "This is about me."

If possible, use a short survey before the start or talk to the event organizer. If you're organizing it yourself, ask about the goal: **What objective do I want to help these people achieve?** A few questions about fears and expectations are the engineering preparation of the ground. When you address a specific topic from the survey from the stage, the connection builds automatically. It's the simplest tool to remove the fear of "lack of fit" and turn a presentation into a real experience.

The host is not an "announcer" but a **narrator and context engineer**. Your work begins long before you step on stage – it's about gathering data, bios, and analyzing the speakers' styles to tie the event into one cohesive story.

At Coffideas, we know that knowing the audience is more than just statistics. It's about segmenting behaviors and motivations. You manage the energy of a room full of founders differently than you do a room of specialists. When you understand these differences, your means of expression become relevant "here and now." This engineering preparation allows you to hold attention and lift the weight of chaos off participants, turning it into a structured, valuable experience.

**In Coffideas, "know your audience" is pure process engineering. We choose the event structure pragmatically:**

### LONG VERSION

For groups needing context and grounding in the method's purpose.

### SHORT VERSION

Focused on pace and instruction ("scan, enter, act").



## 2.7 Know your audience

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The starting point is key. Sometimes we start with the "What" (technique and tempo), and sometimes with the "Why" (purpose and reason). This isn't an accident; it's an alignment with the group's dynamics. We take the need for improvisation off your shoulders – we choose the variant that will "land" best in a given community to build relationships with sense from the very first minute.

**We have noticed a certain pattern in group dynamics:**



**FOR GROUPS AGED 20–30 (AND YOUNGER):  
STARTING WITH THE "WHAT"**

his generation is action-oriented – they need quick, technical instructions and pace. They build sense and value for themselves during the experience. The less narration at the start, the greater the engagement in the process.



**FOR GROUPS AGED 30–40+:  
STARTING WITH THE "WHY" IS CRUCIAL.**

Here, time is a currency invested very consciously. Before we move to technology, we must explain the purpose, values, and mechanism step by step. When we remove their need to wonder "why are we doing this," they enter the process with full trust and energy.

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**This is pure experience engineering: we choose the entry point so that everyone feels safe and can fully utilize their superpower of conversation.**

## 2.7 Know your audience

In Coffideas, **we know the hardest part is the first step: entering a conversation topic.** Participants often freeze, analyzing "is this appropriate?". Here, we provide pragmatic support – we offer examples of topics precisely tailored to their roles.

We suggest negotiations to salespeople, collaborating with business to engineers, and building self-confidence to students. This simple tool lifts the weight off their shoulders and instantly opens up the group. When a participant hears an example from their own world, they stop seeing the form as a task to check off and start seeing its real value. This is the foundation of our trust engineering – grounding in a familiar context ensures that conversations become deep and authentic from the very first minute.



## 2.8 Literally – Know your audience

In "know your audience," **physical presence is paramount.** Don't just analyze personas on paper – go out to people as they walk into the room. As a host, you have a unique opportunity for Trust Engineering right from the start. Approach them, introduce yourself, and ask one open-ended question: "What brought you here today?". A dozen or so of these micro-conversations serve as the best "here and now" research. You remove the "entry fee" to the relationship for the participants, while gaining invaluable insights into their energy. This simple, human act ensures that later, when you're on stage, you're speaking to specific individuals rather than an anonymous crowd. The quality of a relationship begins with the first "Hi."

Physically getting to know people from the doorstep provides you with an instant map. Within minutes, you discover what sparks their curiosity, what answers they need, and which metaphors to use so that the experience feels like "theirs," not "yours." This is Trust Engineering in real-time – you gain specific leads for facilitating the session and connecting the dots between participants.



## 2.8 Literally – Know your audience

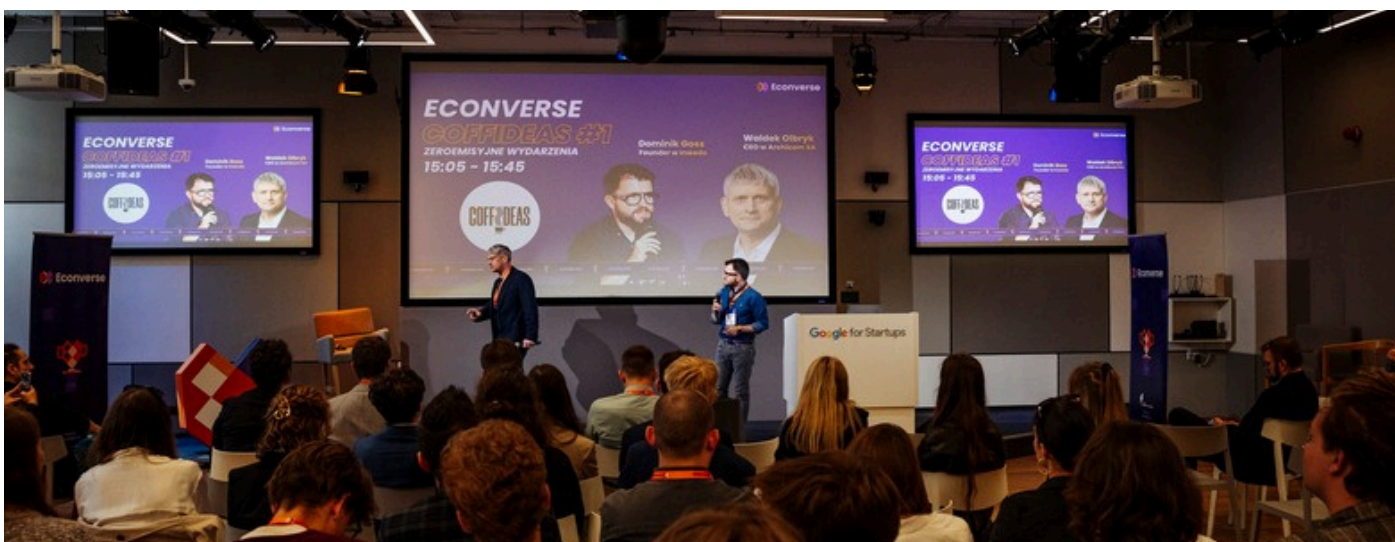
On the other hand, this is the moment where you lift the weight of anonymity from them. A person who is noticed before the start feels cared for and becomes part of the event. They see a host who is truly present. This builds a safe structure and ensures that participants stop being a crowd and become a community ready for a conversation with sense. Relationship quality is designed from the very first handshake.

This triggers the natural engineering of reciprocity. When you give a participant a moment of attention before the start, you build a bridge that they subconsciously want to "return" through their engagement.

Such a person stops being a passive observer and becomes an active link: they listen more closely, enter the process more willingly, and support you with their energy. You lift the burden of anonymity, and in return, you gain a natural ambassador for the event. This is the moment when "know your audience" stops being a marketing slogan and becomes a pragmatic way of building the experience.



**A FEW MINUTES OF CONSCIOUS PRESENCE BEFORE HOUR ZERO ENSURES THE ROOM IS SIMPLY "LOCKED IN" - READY FOR A MEANINGFUL CONNECTION.**



## 2.9 "Yes, and...": Improvisation with Coffideas



### AUTHOR

#### Piotr Barański

Actor, and provocative coach; he uses stage improvisation techniques to teach leaders flexibility, consistency, and courage in building authentic relationships according to the "Yes, and..." principle.



We previously mentioned one of the core principles of stage improvisation: "Yes, and..." – meaning "accept and add something of your own" (inspiring yourself and building upon what someone else has already proposed).

Looking at improvisation even more broadly – its essence is the spontaneous ("here and now") co-creation of stories and characters, their relationships, adventures, and dialogues. This happens without a plan, a pre-written script, or a director's fixed vision. To make this work effectively, a specific set of attitudes and interpersonal skills is required: mindfulness, active listening, engagement, curiosity, non-judgment, and openness to new perspectives and changes. Improvisation teaches these through experience in an incredibly effective and multi-dimensional way.

Exactly the same thing happens during a Coffideas session. People are matched by the algorithm into diverse teams and embark on a 15-minute journey.



**IT HAS ONE GENERAL GOAL: TO DISCUSS  
A TOPIC DRAWN FROM ONE OF THE PEOPLE IN THE GROUP.**

## 2.9 "Yes, and...": Improvisation with Coffideas

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Everything else is a grand improvisation of mutual contact, exchanging viewpoints and experiences, and finding new "angles" on the subject. There is no detailed agenda or pre-determined result – only immense openness, cooperation, and curiosity about what could happen next, differently, or more innovatively.

Improvisation also teaches us **to let go of perfectionism.**

It provides the space to experience that "you are enough" – exactly as you are. Today, in your current form, in this stage of life, and with your current level of experience. On stage, in spontaneous creation, it's easy to misunderstand, mishear, or misinterpret something... and time and again, it turns out that such a "mistake" is actually a great gift that opens up new, surprising creative paths. This radically changes our approach to errors, helping us accept them as natural elements of every creative journey, human interaction, and learning process.

**Similarly, during a Coffideas session, we don't have to be perfect,** know every industry, or compete to see who says the smartest thing. Sometimes, a single well-placed, non-obvious question or reflection from a person who mostly listens can trigger a profound and positive change.



**FINALLY: DIVERSITY. THIS IS ANOTHER FOUNDATION OF BOTH IMPROVISATION AND THE COFFIDEAS METHODOLOGY.**

We are different, unique, and exceptional. We have different life and career paths. When we agree to draw from this (acceptance again!), learning from each other and allowing ourselves to benefit from others' perspectives, we can build much more magnificent, original, and surprising worlds – for ourselves and together with others, for the common good.



## 2.10 Authenticity: Safe vulnerability that brings us closer



### AUTHOR

#### Joanna Gawlik-Dziadoń

Accredited ICC coach, and FRIS® trainer with over 10 years of experience; she supports leaders in shedding their "expert armor" and aligning well-being with business goals by building authentic trust.



We live in a world of constant self-branding. When you scroll through LinkedIn, you see an army of Victors, Visionaries, Change Leaders, and Infallible Experts. Everyone is "delivering," everyone is "scaling," everyone is "excited to announce."

**But inside, in our gut, we feel a need for something completely different.**

We need authenticity like oxygen. We need permission to just be human. Not a "Top Performer" or a "Strategic Development Consultant" right away, but a person. More precisely – a Person with a capital "P."



### EPIC FAIL: A LESSON IN HUMILITY

I remember a moment that tested this truth. It was supposed to be a professional Coffideas session, everything planned to the last detail. And then – a classic of the genre – technology said "no." The page froze. I couldn't launch the session.

Minutes passed, and the silence in the virtual room grew thick. With every moment of waiting, the air left my lungs, my confidence melted, and the participants' enthusiasm began to fade as the delay dragged on. This is the kind of moment where you want to vanish into thin air.



## 2.10 Authenticity: Safe vulnerability that brings us closer



### THE INSIGHT: TRUTH BRINGS US CLOSER THAN PERFECTION

**What did this teach me?** Social engineering is also about engineering your own emotions and having a Plan B. Today I know that you need to have an "extra story" up your sleeve for such moments and someone in the back-office to handle the fire while you hold the relationship with the people.

**But the deeper lesson is this: the Coffideas formula builds a safe environment where such a mistake is not a death sentence.**

It's a microworld where "the masks drop." When we take off the expert's armor and say, "Listen, something went wrong," paradoxically, people don't turn away from us. They move closer. Because they see themselves in us.

This safe vulnerability builds bridges. I've seen it many times while supporting communities like LinkedIn Local Poznań, Agile Poznań, or Digital University. Wherever we allowed ourselves to be "imperfect," relationships became deeper and cooperation became more human.

**In a world that demands perfection from us,  
Coffideas gives us the luxury of being ourselves.**

A True Meeting - seeing each other, exchanging energy, and finding inspiration in the stories we bring with us. And that is also the greatest value we can bring to a team.

## 2.11 How to build a tribe, not just a contact list

**AUTHOR**

### Amelia Krysiak

President of the SML Foundation, and future doctor; she builds intergenerational bridges through reverse mentoring, proving that the voice of the Next Gen is the key to authentic change.



When you're in your early twenties and entering the world of "big business," you sometimes feel like an alien from another planet. Everyone is swapping business cards, throwing around jargon, and asking, "Where do you see yourself in five years?". Meanwhile, you often just want to ask: "Hey, are you also sometimes terrified that you won't make it?".

**At Coffideas, much like in my SML Foundation, I've discovered that age is just a number, and experience isn't synonymous with wisdom.**

### A Lesson from the SML Foundation: The Power of Peer Support

Budując Fundację SML i społeczność dla młodych kobiet, zauważyłam jedną rzecz: my nie szukamy autorytetów na piedestale. Szukamy "Starszej Siostry" lub "Brata" – kogoś, kto jest krok dalej, ale wciąż pamięta, jak to jest wiązać buty.

Tradycyjny model mistrz-uczeń ("ja mówię, ty słuchasz") już nie działa.

**Działa partnerstwo.**

W moich projektach dziewczyny z małych miejscowości łączą się z ekspertkami z dużych miast nie po to, żeby "chłonąć wiedzę", ale żeby wymienić się energią.

## 2.11 How to build a tribe, not just a contact list

- The youth bring freshness, a lack of cynicism, and digital fluency.
- The experienced provide perspective and calm ("Human Steady").

**Why Coffideas is a "Game Changer" for Gen Z? For my generation, "networking" often feels synonymous with artificiality. Coffideas "de-mystifies" it.**

### DEMOCRATIZATION OF TIME:

When the algorithm connects me with the CEO of a major corporation for 15 minutes, those 15 minutes are sacred. No one interrupts me because I'm "too young."

**I have a voice.**

### A SAFE FRAMEWORK:

The structure removes anxiety. I don't have to wonder how to start the conversation. The topic is already on the table. This allows even the most introverted "Next Gen" person to shine.

## Reverse Mentoring

My dream is for leaders to stop treating young people as "resources to be trained" and start treating us as mentors of the future. The world is changing so rapidly that we - raised in information chaos - often navigate the fog better. Invite us to the table. Not as "interns," but as partners in conversation. You'll be surprised how much we can contribute to your strategies.

### ADVICE FROM AMELIA

Don't build "communities" for likes. **Build tribes based on values.** If you create a space where a young person can safely "fail" and admit their ignorance (instead of pretending to be a business shark), you will gain loyalty that no "fruit Thursdays" could ever buy.

At the SML Foundation, we say: "Do dreams have an address?". They do. They live in the people you meet. Coffideas helps you find them.

**They do. They live in the people you meet. Coffideas helps you find them.**

## 2.12 Beyond the bubble of similarity: Why traditional networking fails



AUTHOR

**Aleksandra Haber**

Experience Manager at Timeleft; drawing on experience gained in six countries, she passionately designs events that build authentic relationships and supports startup growth.



My most important lesson from organizing meetings? People crave novelty and depth, but they are afraid to take the first step. Real connection doesn't happen because people suddenly become brave. It happens when the structure of the meeting becomes stronger than their fear.

As an event organizer and Experience Manager at Timeleft, I've seen thousands of people trapped in the same paralysis: suspended between the fear of imposing and the fear of being ignored. It's an exhausting dance – constantly scanning the interlocutor with questions like: "Am I boring them?" or "Do they even want to be here?". This lack of certainty kills any authenticity before the conversation even begins.

I often left networking events feeling burnt out by small talk. **Do you know this defense mechanism? Either you cling to one random person because you're afraid to circle the room aimlessly again, or you retreat to a group of friends, closing yourself off to everything new.** This is a scarcity mindset: the fear that nothing better will happen to you today paralyzes your curiosity. You settle for superficiality just to avoid awkwardness. This breeds resentment and, from a business perspective, locks you in a vacuum where nothing new can happen.

## 2.12 Beyond the bubble of similarity: Why traditional networking fails

**What amazed me about Coffideas is that you stop wasting energy listening to facts from resumes and immediately get to know someone's way of thinking.**

You can start by solving a problem you're currently working on and leave with tangible value after just 15 minutes. Most often, however, this is only the introduction to developing a deeper relationship.



### DESIGN INSTEAD OF CHANCE

The success of networking at an event depends on taking the weight of being an "attractive conversationalist" off the participants. Coffideas works like a well-designed game: it provides clear frameworks that liberate people from social paralysis. In this structure, the "click" moment occurs naturally, without forcing anything.

The distance shrinks so quickly that before the brain can trigger its defense mechanisms, the speakers are already in the middle of a substantive discussion.

- **Four is a Safe Testing Ground:** This group size removes the pressure to "please." The structure signals: "You belong here," so you don't have to waste energy wondering if you fit in.
- **Difference as an Asset:** Instead of scanning differences for prejudice, the group focuses on solving a problem. People get to know each other through how they think, not through their job titles.
- **The Strength of Weak Ties:** We open doors to people outside the bubble of similarity. It is precisely these "distant" contacts that bring the freshest opportunities and ideas – the kind we never hear from colleagues in our own department.

## 2.12 Beyond the bubble of similarity: Why traditional networking fails

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### ADVICE FROM ALEKSANDRA:

Don't let participants bend the rules to connect with friends. When you guard the structure, you give people the greatest gift: a space where the energy normally spent on filtering and judging others is redirected toward authentic curiosity about another human being.

## 2.13 Extroverts in Coffideas: Brain fuel and listening practice



AUTHOR

**Kinga Bazior**

EB expert with over 7 years of experience; she unmasks the "human resources" facade in organizations, building teams based on simple communication and radical support.



It is often said that Coffideas is a safe haven for introverts. This is true, but today we give the floor to the "other side of the Force." Does a strong extrovert find their place in the structure of a 15-minute sprint? Let's hear from Kinga, for whom conversation is pure energy.

*"I am a strong extrovert – for me, a conversation with another person and the collision of thoughts is like the highest quality fuel. Ideas, thoughts, and doubts spoken out loud stimulate my brain to such an extent that I can even ask questions to myself – with no one around. And I do it out loud. The results are positively surprising."*

In Coffideas, we don't waste time on a warm-up. We get straight to the point, which is crucial for high-energy individuals. As Kinga notes:



**"The 15-minute sprints in the Coffideas method skip what feels unnatural to me: unnecessary small talk.** At the same time, the fixed duration ensures that we immediately focus on putting the best cards we have on the table."



## 2.13 Extroverts in Coffideas: Brain fuel and listening practice

But Coffideas is not just about pouring out thoughts. It is, above all, a school of creative collision, where even the strongest urge to dominate transforms into synergy.

*"What is most important – and perhaps most surprising: Coffideas gives me an incredible space to... truly listen. The 'YES, AND...' structure – instead of 'yes, but' – ensures that my desire to dominate the discussion turns into actively supporting others. Thanks to this method, I discovered new layers of superpower within myself – my energy doubles when I fuel someone else's ideas."*

Kinga brilliantly compares the dynamic of a session to working in a top-tier restaurant:

*"Teams during a Coffideas session work like a well-matched 'kitchen crew' in a very good restaurant – everyone gives their best, while remaining attentive to what others are creating. You automatically care about making the dish better. And that doesn't mean you always have to agree – but instead of throwing away someone's recipe, you suggest using different proportions or reconsidering adding a different spice."*

The final effect? For an extrovert, it's a win-win situation. You get to speak your mind, but you return with something much more valuable than just your own voice.

*"Thanks to this combo, I leave a Coffideas session feeling both heard and enriched by others' knowledge. LOVE IT!"*



**At Coffideas, we believe that conversation is a human superpower.**

Regardless of whether you draw energy from within or from your surroundings – our structure ensures you leave the session with a “full tank” of ideas.

## 2.14 There are too many conferences, congresses, workshops, or seminars



**AUTHOR**

### **Jakub Janas**

Media professional with over 10 years of experience; he combines the worlds of tech and finance with the human need for deep understanding and authentic partnership.



### **There are too many conferences, congresses, workshops, or seminars.**

I know something about this, as I've been creating them for the last decade.

This applies to every industry I've encountered: tech, finance, law, or public policy.

To every single one, because they all involved living people. Professionals, beginners, or specialists, most of whom didn't want to be there in the first place.

It's not malice; think about it yourself – how often do you truly think positively about the next "event" you're going to?

I am convinced that most organizers want to prepare their conferences as best they can. At the same time, the experience itself takes a back seat when the key is the agenda, speakers, sponsors, catering, or the venue ("must-haves").

## 2.14 There are too many conferences, congresses, workshops, or seminars

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What is missing is ***appropriately engaging hosting, introducing participants by name, longer breaks between panels, and involving the audience in the discussion*** ("nice-to-haves"). It resembles a school lecture, classes we were late for; the room is underheated, it's gray outside the window, and although we recognize a few faces, we cringe inside before approaching new people because they often want to sell us something. We, on the other hand, want to be somewhere else.

### There are too many conferences, congresses, workshops!

This surplus isn't just in Poland; my observations and experience come mainly from London, Brussels, Madrid, and Copenhagen.

Without stopping at the beginning and explaining the rules of interaction, I often saw absent listeners energetically replying to emails. It was rarely effective. Strangers checked over our shoulders to see if we were making mistakes better than autocorrect, while those performing disturbed our focus with their speeches.

Organizers have no control over the audience's attention. However, they can prepare the space to help with interaction through: ***respite from phone notifications, a short format, or clearly explained instructions so that everyone thinks about what to take away for themselves.***

### Are there too many conferences and congresses?

Speakers themselves are not always orators.

It's as clear as day in my work in the media today – both mainstream and business. Before going on air, we check our guests thoroughly. If it's a politician, we want to be sure they will speak substantively. An expert? With emotion and at the right pace. Activists or scientists? Concisely and to the point.

## 2.14 There are too many conferences, congresses, workshops, or seminars

The business community itself is often made up of experts sent by their industries. Specialists who see the detail, their fragment, often losing the big picture and the connections to other topics. For many of us, public speaking is still stressful. Suddenly, we are pulled in front of a strange and often absent crowd zealously replying to emails.

Without ***preparing the hosts, warming up the audience, or a kind of intermediate state where we can all talk in a smaller group***, words simply won't come out, and sentences drag on without reaching a point. Even the best performers need a warm-up before going on stage, and we ourselves are only human.

Nawet najlepsi występujący potrzebują rozgrzewki przed wejściem na scenę, a my sami jesteśmy tylko ludźmi.

### There are too many conferences...

...that's exactly why what Coffideas does is one possible solution to bring us all back to earth. And what does it look like in practice? It's simple. Go back to the text and read the fragments written in italics.

**But what do I know? Check it out for yourselves.**



# Part 3:

# Application

# When and why?

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Three Perspectives of Action – Because This Tool Is Like LEGO Blocks.

## 3.1. Inside the organization: Breaking down silos

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What is the biggest disease plaguing today's organizations? Silos. The Marketing department doesn't talk to Sales, and IT sits in its fortress, surrounded by a moat of incomprehensible jargon. Coffideas acts as a powerful silo solvent here, tearing down these walls in an hour.

- **Democratization:** Suddenly, a Junior who has been with the company for a month is talking to a Board Member as an equal, brought together by fate. This shatters the hierarchy of fear.
- **Cross-pollination:** Ideas from one department flow naturally into another. Someone from logistics solves an HR problem because they have "fresh eyes."
- **Humanization:** We stop being avatars on Teams or "human resources." We become people with a story. And working with a person you actually know is a completely different experience.

## 3.2. Why not "at the Dinner table"? – Coffideas at conferences

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Networking over food – that famous lunch break – is usually a nightmare. You're standing there with a plate, unsure how to shake hands, terrified of staining your shirt, talking about nothing. It's a facade, not a relationship.

**Coffideas at a conference is a program highlight, a "Hero Moment," not a filler between speeches. It is a deliberate, conscious action.**

We don't do it "at the dinner table" because we respect the time and attention of the participants. We do it so people leave with a new perspective, not just a full stomach. If a conference is meant to be an "experience," a transformation, and not just a lecture, you have to let people interact. You have to let them be part of the show.

## 3.3. For trainers: workshops, training, and icebreakers

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You walk into a training room on a Monday morning. The atmosphere is stiff; everyone is on their phones. The energy is flat. You drop Coffideas in as an icebreaker. One powerful, non-obvious question (e.g., "What did you recently learn by mistake?"). **Random groups of four for 15 minutes.** The effect is immediate and physical. The energy in the room spikes by 1000%. You hear the buzz, the laughter, you see the gestures. The ice shatters. People are "warmed up," their brains are revving, and they are ready for deep, substantive work. You can build an entire workshop around this format or use it as an energetic jumpstart.

## 3.4. Good ideas should travel - Coffideas as Creative Commons

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The decision to share part of the Coffideas resources under a Creative Commons license is a strategic step that stems directly from our foundations. Over the years, we've seen how a simple, well-designed conversation changes meeting dynamics and the sense of purpose at work. We realized that this idea is not just a "format," but a response to the human need for contact and collective reflection.

Here is how we understand this sharing model and why we decided on it now:



### THE "GOOD IDEAS SHOULD TRAVEL" PHILOSOPHY

Instead of keeping the method exclusively for a chosen few, we let it travel further. Good ideas don't spread through aggressive selling ("push"), but when people experience them and want to repeat them. For us, Creative Commons is a way to build a movement where anyone can take a piece and see: "This works for me."



## 3.4. Good ideas should travel - Coffideas as Creative Commons



### OPENNESS BASED ON PRINCIPLES

Creative Commons does not mean giving everything away for free. It is an organized way of sharing that allows us to:

- **Adapt and test:** You can use the method and share it with others.
- **Protect quality:** Rules are in place to ensure authenticity, authorship, and original intent.
- **Co-create:** We invite others to test the idea in new conditions while maintaining control over its core.



### EXPOSURE VS. TRANSFORMATION

This is the most important thought we convey to our ambassadors and the market: Creative Commons is for exposure; paid programs are for transformation.

- **The Open version** is a "Taste": It allows people to feel the spirit of the method and test its effectiveness in a simple form.
- **The Premium version** is "Impact": The full value – including certified facilitation, the advanced app, and a refined flow – is reserved for organizations that need real change, not just inspiration.



### SUPPORT FOR AMBASSADORS

This move is aimed to support our certified facilitators – it is for them. The open version builds the market and makes people aware that the structure of a conversation matters. Once someone feels the value of the simple starter kit, the natural next step is to seek a professional who can lead the process more deeply and responsibly.

## 3.4. Good ideas should travel - Coffideas as Creative Commons

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### WHY NOW? METHOD READINESS MEETS A HUNGRY WORLD

Our decision to open the method comes not only from the fact that it is mature and battle-tested. It stems primarily from how much today's world needs it. We have entered an era where:

- AI generates content faster than we can process it. We can create a strategy or an article in seconds, but that makes human, structured conversation paradoxically even more valuable.
- Technology accelerates, so we need something that slows us down. Coffideas provides a framework that allows us to catch the meaning and see the other person, not just their result, role, or position.



### KAKEZAN: ENGINEERING THE MULTIPLICATION OF IMPACT

In our internal narrative, we use the word kakezan – meaning multiplication. Creative Commons is our tool for multiplying real impact in the world:

- **Organic growth:** We provide a small, concrete element that can grow faster than we could ever implement it ourselves.
- **Quality protection:** By sharing the structure, we preserve what is hardest to copy: the quality of facilitation, the community of experts, and the advanced app supporting the full flow.

## 3.4. Good ideas should travel - Coffideas as Creative Commons



### CONVERSATION VS. COMMUNICATION IN THE DIGITAL WORLD

We see a clear gap in how we function within organizations. Although we communicate constantly, real conversations are becoming rare:

- **Stimuli overload:** We live in an age of notifications and constant task-switching. We send files, react with emojis, and join calls.
- **Trust deficit:** These technical interactions rarely build trust or trigger deep reflection.
- **The role of Coffideas:** Our method is a "contact protocol." It is a tool desperately needed right now to create space in the digital noise for what builds relationships and allows for a true meeting.



### COFFIDEAS CREATIVE COMMONS: WHAT ARE WE SHARING?

To let the idea travel freely, we've created the Open Kit:

- **Who it's for:** A set created for teams, schools, and local communities who want to use the method in a non-commercial context.
- **Goal:** To be simple, light, and immediately implementable wherever a better conversation is needed, and a professional program is still out of reach.

## 3.4. Good ideas should travel - Coffideas as Creative Commons

At the same time, we clearly distinguish the levels of Coffideas:

### CREATIVE COMMONS

Free method with the app under **CC BY-NC license**.

### GUIDED SESSION (AMBASSADORS)

A session led by a certified Coffideas Ambassador: for organizations seeking quality, safety, and a cohesive experience.

### TRANSFORM SESSION (FULL PREMIUM)

The full, paid method with the app, facilitation process, and measurable impact, scalable and prepared for large environments.

This approach allows us to preserve the meaning and quality of Coffideas, while also enabling people to join this story at different levels.



### CREATIVE COMMONS IN COFFIDEAS - WHAT'S ALLOWED AND WHAT'S NOT (IN BRIEF)

Below we outline the rules clearly and practically. Coffideas Creative Commons operates under the following license:

**CC BY-NC 4.0**

**(Attribution – NonCommercial)**

## 3.4. Good ideas should travel - Coffideas as Creative Commons

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### YOU CAN

- Use Coffideas Creative Commons for free in non-commercial events;
- Use materials in your community, school, or organization if participants do not pay to attend;
- Share Coffideas Creative Commons with others and encourage them to use it;
- Mention that you are using Coffideas and share your insights and stories;



### YOU MUST

- Always provide attribution (mention it is Coffideas and cite the authors);
- Follow the terms of the CC BY-NC 4.0 license;



### YOU CANNOT

- Use Coffideas Creative Commons in commercial events (where participants pay, the organization pays for them, or the event is part of a paid service/training);
- Sell Coffideas as your own product;
- Suggest you are a Certified Ambassador if you are not;

## 3.4. Good ideas should travel - Coffideas as Creative Commons



### ADDITIONAL COFFIDEAS CREATIVE COMMONS RULES (IMPORTANT FOR COMPLIANCE):

- Participant limit per event: maximum 55 people.
- Under Creative Commons, we reserve the right to use anonymized topics entered by participants (no personal data, no names, no roles) as part of a larger aggregated pool that may be used to create a trend report: what people want to talk about, what matters to them, and which themes keep returning across communities.
- If you need the topics and session content to remain fully confidential and for your exclusive use, we recommend choosing the commercial version of Coffideas.



### WE ARE OPENING THE DOORS

In this decision, there is a very important emphasis we want to make clear: we aren't "giving Coffideas away for free" by sacrificing value for the sake of scale.

We are sharing the method because we believe that good ideas should travel. This is an opening of doors. It is a movement aimed at building a common language, strengthening the community, and increasing the scale of impact – without diluting quality.

**And if someone asks, "Why are you doing this?", the answer is simple. Because the world needs conversations.**

And Coffideas is the method that triggers those conversations.

**Good ideas should travel.**

# Part 4:

## Lessons Learned

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### C-Level.... Continued

Tolerance for Failure **Curiosity** Moral  
Experience & Service Orientation **Friend to Technology**  
Ability to Say NO Entrepreneurship Growth Mindset Storytelling Coding Capacity to Create  
**Imagination** Passion Learn to learn **Community**  
**Persistence** Empathy **Critical Thinking** Creativity  
Collaboration & Communication & Conversation



## 4.1 How to care for people?



### AUTOR RODZIAŁU

#### Waldemar Olbryk

Co-founder Coffideas  
Leader with over 25 years of experience in major real estate firms; as a patron of business-art dialogue, he replaces corporate templates with authentic, meaningful human encounters.



In theory, it's simple; in practice, it's hard: you must care for them totally, from the doorstep to the exit. A participant at your event is not a "ticket," not a "record in a database" – **they are a guest in your home.**

Coffideas is an **empathy laboratory**. We look after the **"Human Touch"** at every touchpoint – how you welcome people, how you connect them, how you thank them. This builds an experience that stays in the heart, not just in the head.

## 4.2. The Power of "Takeaways" (Generative Dialogue)

What actually sticks in your mind a month after a conference? Not the whole presentation, not the slides. Often, it's just one sentence. That one thought, that micro-correction in your thinking that shifts your course by a single degree.

Maybe someone shared a new perspective at a table, and you left with it, and it began to sprout. "If you could leave with only one message, what would it be?" – this is the question I ask leaders, because it forces synthesis and a search for the essence. This is the value you take home.

## 4.3. The Future: Human Steady, AI Ready

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The world is racing toward AI, algorithms, and automation. That's great; we aren't fighting reality. But in this rush, we must be **"Human Steady"** – stable in our humanity.

The more technology we have, the more expensive, elite, and valuable "only" human traits will become: empathy, critical thinking, "connecting the dots," and intuition. AI doesn't have these, and won't for a long time. We do. Coffideas is the gym where we exercise these human muscles so they don't atrophy in digital comfort.



### LISTENING AS A FUTURE SKILL

If future leaders are judged not by how they speak, but by how they listen in the chaos, then isn't Coffideas... training for the elite competency of the future?

## 4.4 Lessons Learned: Anti-tips and Key insights



### AUTHOR

#### Dominik Goss

Co-founder Coffideas  
Mentor with 20 years of experience in tech; as a "Trust Engineer" and public speaking expert.



### "DON'T LEAVE..." (THE PLEADING TRAP)

At many Coffideas events, especially during conferences, we find ourselves in the "gaps" between panels. These are the moments when participants' attention naturally dips, and organizers – with the best of intentions – try to hold them back with the phrase: "Don't leave, something interesting is coming up next."

From the perspective of Trust Engineering, this is a mistake. The phrase "don't leave" subconsciously suggests that what is coming is an obligation, not a value. As a tech-humanist, I believe you must not fight for attention with prohibitions. We lift that burden from the participants. Instead of blocking them, we give them an admission ticket to an experience that defends itself. If you have to beg them not to leave, it means you haven't designed a strong enough "Why." At Coffideas, we build the structure so that people stay not because they have to, but because they want to test their conversation superpower in practice.

There is a cognitive bias hidden in **"don't leave."** Even though the intention is great, you are subconsciously sending a signal: "Now is the moment you could leave, because we're starting something less formal." For a tired participant, that is a ticket to a coffee break, not an invitation to stay.

## 4.4 Lessons Learned: Anti-tips and Key insights

As a tech-humanist and host, I apply simple process engineering here:

- **The Principle of Continuity:** Do not make artificial breaks in the narrative. Transition to Coffideas as naturally as you would to the next slide: "Great – now we are moving to a collision of perspectives."
- **Narrator's Certainty:** Take the burden of deciding whether it's worth staying off the participants' shoulders. You know this is a key element of the event, so lead them further without unnecessary explanations.
- **Trust Instead of Request:** People stay not because you asked them to, but because they trust you. If you treat the session as an integral part of the agenda, they will do the same.

In Coffideas, we don't fight for attention with bans. We design a safe structure where the next step is so obvious and valuable that leaving the room feels like simply wasting an opportunity for a meaningful conversation. Be a guide, not a doorkeeper.



**"DON'T LEAVE, ... WE ARE NOW INVITING YOU FOR A NETWORKING SESSION ..." (THE SYSTEM ERROR)**

The word "networking" often triggers an escape mechanism. For many, it's a signal to check their phone or head for coffee. It carries a burden of pressure, forced selling, and social stress – especially for introverts. My lesson is simple: if you want people to actually talk, remove this word from your vocabulary.

Instead, invite them to:

- An experiment or experience
- A short session of conversations in small groups
- A collision of perspectives or an exchange of ideas

## 4.4 Lessons Learned: Anti-tips and Key insights

Words create the architecture of an experience. Choosing the right name lifts the weight of judgment and artificiality from participants' shoulders. At Coffideas, we don't ask you to "network" – we provide a safe structure and a clear purpose. Because of this, participants stay in the room not out of obligation, but out of genuine curiosity for what the next conversation with sense will bring.

**Change your language, and you change the group's behavior. This is the simplest, yet most powerful shift you can make as a host.**



### THE WAR FOR ATTENTION: WHY THE VALUABLE LOSES TO THE URGENT

We live in the era of the War for Attention. It's not just projects; every app and notification is an aggressive player in the market for our time. In this noise, the urgent ruthlessly displaces the valuable. Even ideas like Coffideas – which participants rate as "time exceptionally well spent" after a session – must face this brutal mechanism.



## 4.4 Lessons Learned: Anti-tips and Key insights

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People leave our sessions recharged, ready to come back "even tomorrow." And yet, daily life quickly covers that sense of meaning with a layer of the mundane. Satisfaction and connection lose out to the to-do list. This is the paradox of our times: it is harder to find time for what truly strengthens us than for the things that drain us, simply because the latter scream louder.

As a tech-humanist, I see this as a clear design challenge. We cannot simply ask for attention – we must create a structure that lifts the fear of wasting time and becomes a safe harbor in this digital chaos. Coffideas is our answer: trust engineering that builds bridges where usually there are only notifications. Because in a world that constantly distracts us, 15 minutes of conversation with sense is not a luxury – it's an antidote.





## INTROVERTS / EXTROVERTS: BEYOND THE LABELS

How we understand introversion and extroversion is often based on harmful stereotypes. At Coffideas, we reject pigeonholing people into "the withdrawn" and "the talkative." Our method is trust engineering that designs optimal conditions for both groups, understanding that the difference lies not in desire, but in energy management. **Here is how we lift the weight from both sides:**

### THE INTROVERT: A BRAVE VOYAGER IN A WORLD OF STIMULI

An introvert at an event performs Herculean labor. Stepping out of their comfort zone is a real energy cost. Often, once they manage to establish one relationship, they stick with it until the end – not out of a lack of curiosity, but to conserve "fuel."

- **Our solution:** Coffideas provides a safe structure. We remove the fear of the unknown because the algorithm and the host take on the burden of initiative. The introvert doesn't have to "fight for attention" – they have their place at the table, a clear topic, and the guarantee that the conversation has a defined end. This allows them to open up without the fear of energy bankruptcy.

### THE EXTROVERT: A DEPTH SEEKER IN THE NOISE OF RELATIONSHIPS

An extrovert often falls into the trap of their own openness. Because they establish contact easily, they are quickly surrounded by a circle of the same faces. While they crave collisions with new perspectives, they feel "trapped" in the role of the group animator for those already present.

- **Our solution:** The rotation mechanics are the extrovert's ticket to diversity. It allows them to move to the next group legitimately and without guilt. Furthermore, the assigned conversation topic is the antidote to superficiality. The extrovert can finally "dive deep" instead of just skimming the surface of small talk.





## A NEW DEFINITION: WHERE DO YOU GET YOUR POWER?

Modern psychology – the kind we embrace at Coffideas – is clear: it's not a matter of social skills, but a matter of how you charge your batteries.

- **An introvert** needs silence and a book to restore balance after an intense event.
- **An extrovert** recharges specifically through interaction and the energy of other people.

At Coffideas, technology supports both processes. We create an environment where the introvert doesn't feel cornered and the extrovert doesn't feel bored. When we strip away the fear of judgment and the chaos of random encounters, it turns out that conversation with sense is the common denominator that connects these two worlds.

This is pragmatic idealism in practice: we design a system where everyone – regardless of how they charge their batteries – can fully utilize their human superpower.



# Part 5:

## Reasons to be proud

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In the history of Coffideas – from large-scale conferences to intimate meetups – there are several scenes that keep coming back to us as proof that Trust Engineering works. These micro-case studies are our pragmatic reasons to be proud. They show that 15 minutes of structured conversation can lift the weight of years of silence.

# A phone call after two minutes: when conversation instantly becomes action

**AUTHOR****Dominik Goss**

Co-founder Coffideas  
Mentor with 20 years of experience in tech; as  
a "Trust Engineer" and public speaking expert.



I remember a situation at one of the tables that remains my definition of trust engineering to this day. A group host brought a topic (back then, we called it a "problem"). After three minutes, the group dove so deep into the process that something unexpected happened: one participant pulled out his phone and said, "My friend had exactly the same problem. I'm calling him right now. He'll help you."

It wasn't "sometime later"; it was "here and now." In just a few minutes, a bridge that would not surface in until now, was built between strangers. The level of openness went far beyond "nice talk" and entered the phase of real action.

The most interesting part was the finale: the person with the problem admitted they had actually already solved it but needed a collision of perspectives to make sure there wasn't a better way. This story proves two things: relationships built on sense rapidly become a drive for action, and within people lies a massive desire to support – you just need to design a safe structure where that desire can be released. This is Coffideas in its purest form.

# "15 minutes for meaning": finding purpose after a brutal week



**AUTHOR**

## **Dominik Goss**

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Mentor with 20 years of experience in tech; as  
a "Trust Engineer" and public speaking expert.



We regularly hear feedback that is the best proof of trust engineering's effectiveness. Someone comes to Coffideas after a grueling week – after delivering "asap" projects, negotiations, and constant pressure. Theoretically, such a person should be drained, yet after 15 minutes of conversation, they say: "This gave me more than all my professional successes from the last few days."

I see a clear mechanism here: it wasn't rest; it was an experience of meaning.

In a world where our value is measured solely by "delivery" metrics, Coffideas lifts that weight off our shoulders. It turns out that the deepest satisfaction comes not from achieving, but from sharing – the moment your perspective becomes real help for someone else. This confirms our principle: "Helping is learning." Coffideas designs conditions where work stops being just a to-do list and becomes a space for a human superpower: conversation that gives meaning to even the most difficult day. It is the antidote to corporate static.

# "Meeting more people in 15 minutes than in 15 years"



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**Dominik Goss**

Co-founder Coffideas  
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This feedback only sounds like an exaggeration until you hear it for the tenth time. At an event for 150 engineers, someone said: "I've worked here for 15 years, but only today did I meet so many valuable people." It wasn't a lack of events – it was a lack of a mechanism that truly connects.

As a tech-humanist, I see this as the "organizational bubble" problem. People pass each other for years in the kitchen or the elevator but remain anonymous to one another. Coffideas is trust engineering that interrupts this static state. In one hour, we lift the barriers of titles and departments. We design a situation where you sit with a person "one level up" and suddenly see the human, not the hierarchy.

# Diversity - Yet so much in common

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**AUTHOR**

**Dominik Goss**

Co-founder Coffideas

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This is one of those moments where our method gives way to pure human chance. Although the Coffideas algorithm is programmed to connect people with wildly different roles and perspectives, we regularly hear: "It's amazing how much we have in common!"

I love this paradox. We design the system for diversity, and participants discover community. Suddenly, it turns out that at a table matched by "different departments," everyone runs marathons or comes from the same hometown. This wasn't the algorithm's goal – it was the value added that the people developed themselves. We provide the map, but the participants find the common paths.

# From vague topics to valuable Insights



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In Coffideas, we believe in the engineering of definitions. Often, what we take for a "problem" is just a vague slogan. The classic: "I have a problem with my boss." It sounds like a generalization that nothing can be done about.

But our method detests static. Thanks to the safe structure and probing questions – "What exactly is happening?", "At what moment?" – the group lifts the weight of vagueness off the participant. Suddenly, from a "problem with the boss," a specific emerges: "My boss doesn't read my emails."

This is the moment we move from complaining to pragmatic action. We can look for other communication channels, change the message structure, or experiment. We turn banal slogans into real insights because we believe that behind every generalization lies a specific superpower waiting to be unlocked.



# Takeaways are for everyone: The power of generative dialogue



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We believe that the value of a conversation is never one-sided. It's not a simple trade where one person has a problem and the rest help. Our method assumes that the takeaway session at the end is often the most important element closing the experience.

During those 15 minutes, something we call generative dialogue occurs. This is a conversation that doesn't just analyze the past or present but generates entirely new qualities.

- **For the topic owner:** It's obvious help and a collision of perspectives.
- **For the others:** It's often an "Aha!" moment that might not even relate to the problem at hand.

A single sentence dropped in passing, completely unrelated to the main thread, can suddenly bring relief to someone else because it organizes something in their head. The takeaway lifts the burden of "just being a helper" and shows that everyone is a beneficiary. It turns out 15 minutes of conversation leaves a lasting mark long after leaving the room.

# The generation clash: from "Young & Hungry" to "Experienced leaders"

**AUTHOR****Joanna Andryszczak**

Human2Human Evangelist; speaker, ICF coach, mentor and trainer, she implements a culture of authentic relationships and empathy in organizations



During a large tech event, the algorithm paired a first-year student with a highly experienced CEO of a fintech company. In traditional networking, they likely would have never met.

**The Turning Point:** They were assigned the topic: "How to deal with the feeling of not being enough."

**The Effect:** It turned out the student's fears were almost identical to those of the leader at the top. They stepped off the stage of social roles to meet as human beings. This was pure Human-centric tech.

# Breaking silos: The engineer and the salesperson



## Joanna Andryszczak

Human2Human Evangelist; speaker, ICF coach, mentor and trainer, she implements a culture of authentic relationships and empathy in organizations



During an internal corporate workshop, two departments that usually only communicated via system tickets met at the "Blue Book" table.

- **The Game mechanics:** Instead of talking about process errors, they talked about: "What in your work gives you the greatest sense of agency?"
- **The effect:** They realized they both had the same goal, just different tools. In 15 minutes, they resolved more than they had in six months of official meetings.

# The Introvert's lighthouse: From retreat to the microphone



## Joanna Andryszczak

Human2Human Evangelist; speaker, ICF coach, mentor and trainer, she implements a culture of authentic relationships and empathy in organizations



I remember a participant who had a very suspicious expression when I personally invited him to the networking session. This time, thanks to the colored icon on his phone, he stayed. He became the "Red Ball."

- **The Image:** We saw him shyly hold up his phone, screen facing out. Once he found his group, the session mechanics provided him with a safe frame to speak.
- **The Effect:** At the end, he approached us to say that for the first time, he felt "looked after" by a system. He didn't have to fight for attention – the system guaranteed it. "Thank you for reaching out; it helped me break through my own fears."

# Helping is learning: The Power of being useful



## Joanna Andryszczak

Human2Human Evangelist; speaker, ICF coach, mentor and trainer, she implements a culture of authentic relationships and empathy in organizations



At one meetup, we confirmed our most important engineering lesson. A participant whose topic was not drawn left the session with the biggest smile after we manually added him to a table where one person was missing.

- **Why?** Because his knowledge helped two other people solve their problems.
- **Conclusion:** Being useful to another person is the strongest fuel for trust.

# Part 6:

## How it all started:

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**There wasn't one single moment.  
There were fifteen minutes.**

# How it all started:

## There wasn't one single moment. There were fifteen minutes.



AUTORZY RODZIAŁU

**Dominik Goss**  
**Waldek Olbryk**

Coffideas founders



Many great ideas begin with a single breakthrough – a "moment zero." Coffideas was born differently. It wasn't a bolt of lightning from the sky, but the sum of hundreds of meetings, observations, and conversations. It was a process – like solving a multi-sided puzzle where the meaning only emerges once you begin connecting elements from seemingly distant worlds.

**At Coffideas, we've been mixing these worlds from the start: business, sports, music, and education.**

Though they may not share a label, they share a common thread: people attend events because they want something more than dry information or hollow small talk. They are looking for energy, inspiration, and connection. Often, the most important "shift" didn't happen during the main presentation, but in the spaces between – in the hallway, over coffee, in a brief conversation that suddenly became more vital than the entire agenda.

There was, however, a point where our collective experiences gained a clear direction. A single, engineering conclusion emerged: the ability to listen and converse is the foundation. Without it, there is no community, no collaboration, and no true growth.



# How it all started:

## There wasn't one single moment. There were fifteen minutes.

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This realization matured everywhere – from corporate boardrooms to environments where trust is the only currency. At some point, we understood that conversation had stopped being a "nice addition" to events. It had become the very reason people left their homes in the first place. Thus, Coffideas was born – not as another format, but as relationship engineering that gives people back their greatest superpower: time for a conversation with sense.

### **Standing in the background of the Coffideas story is the Flat White Economy.**

This phenomenon makes it clear: the world's progress doesn't happen in spreadsheets, but in meeting spaces. Coffee is just a symbol – a ritual that creates the context for an exchange of thoughts. In a rushed world, meeting places are catalysts for social energy, but for that energy not to evaporate, it needs a framework.

We realized that conversation cannot be left to chance or mere improvisation. It must be a format – a repeatable method that works in any organizational culture, at any event. Thus, the bedrock of Coffideas was born: 15 minutes.

This number is pure pragmatism. 15 minutes isn't meant to "finish the topic" from A to Z. It is meant to trigger something. It is an impulse. A person leaves with one new perspective, one sentence that sticks. The implementation of change doesn't happen at the table – it happens later, in life and at work, because those 15 minutes often shift one's outlook or broaden their perspective.

Coffideas is the answer to the paradox of our times. We all crave connection, but the world pushes us into transactional "task mode" without contact – into priorities and notifications. Conferences and workshops are meant to unite us, but we often don't know how to do it in practice. Our method lifts that weight off the participants' shoulders. We provide a structure that turns a "nice-to-have" into a generative dialogue.

# How it all started:

## There wasn't one single moment. There were fifteen minutes.

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**It is a methodology for restoring people's **greatest superpower in a world** that constantly tries to distract them.**

We go to events for knowledge, but we stay for the people. We want to feel that our experience is valuable to someone else and that we aren't alone in our challenges. This is where Coffideas fulfills its mission, reconciling two seemingly distant worlds: For the Introvert: Traditional networking is a high-cost energy drain. For the Extrovert: It's an easy start that often gets bogged down in superficial small talk.

The method takes the burden of "networking skills" off both groups. Coffideas provides a framework that guarantees safety for the introvert and provides depth and meaning for the extrovert. Participants don't have to sell anything or play a role – their task is simply to be in the conversation for 15 minutes.

In this method, we reverse the role of technology. The phone, which usually distracts us, becomes a tool for supporting real-life encounters. The app guides you so you can focus entirely on the person in front of you.

This breaks the "conference static." The mechanism of matching in groups of four turns screens into game elements. People find each other in the crowd, hold up their phones, sometimes even stand on chairs to find their group. It's the moment technology stops pulling us away from humans and starts generating the movement, lightness, and energy we so desperately need.

The most important part of Coffideas isn't how people find each other, but what happens within those fifteen minutes. This time is a precisely designed rhythm:

# How it all started:

## There wasn't one single moment. There were fifteen minutes.

- 1. Defining the Topic:** We start by clarifying the subject. "Problem with the boss" is just a slogan; "my boss doesn't read my emails" is a concrete starting point. This is the first breakthrough.
- 2. Generative Dialogue:** For eleven minutes, the group doesn't just discuss; they generate a new quality – colliding perspectives the participant wouldn't find in their own bubble.
- 3. Takeaways:** At the end, everyone shares what they are taking with them. This closes the process and ensures the conversation leaves a lasting mark in the mind.

This structure didn't emerge overnight; it was refined through countless iterations, constantly testing and challenging our assumptions.

The greatest lesson we learned from Coffideas completely overturned our initial assumptions. **We intuitively thought success would be defined as "I got an answer to my problem." In practice, it was something else entirely.**



THANK YOU!!!

# How it all started:

## There wasn't one single moment. There were fifteen minutes.

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**THE GREATEST SATISFACTION COMES FROM HELPING.**

8 out of 10 people leave a session feeling happy not because they received something, but because their experience was needed by someone else. Coffideas reminds us of a fundamental truth we often forget in "task mode": the greatest value comes from what we can give to another human being. This is the superpower of conversation that we unlock at every table.

### Looking Ahead: The Network Effect

The method grew naturally. Hundreds of conversations, thousands of participants, dozens of organizations. It quickly became clear that Coffideas is much more than "cool networking." Over the years, it has become a tool supporting diversity, inclusion, and relationship building in remote or dispersed structures.

In a world where the "S" in ESG (Environmental, Social, and Governance) is often reduced to dry demographic statistics, we show a deeper dimension: the network effect. We show how people truly connect, how collaboration is born, and where the heart of an organization beats.

We created a methodology where technology is not the goal, but the engineering support for human behavior. Coffideas was never about the app itself. It was about people doing something that is technically simple but practically difficult today: sitting down together and truly talking. If we were to leave you with one thought that holds this whole story together, it would be this:

**COFFIDEAS IS FIFTEEN MINUTES OF CONVERSATION  
THAT DOESN'T END THE TOPIC – IT STARTS THE CHANGE.**

# 6.1. The Coffideas app: State of the Art



## AUTHOR

### Dominik Goss

Co-founder Coffideas  
Mentor with 20 years of experience in tech; as a "Trust Engineer" and public speaking expert.



The Coffideas app was designed according to a principle that is my foundation: technology should support our natural behaviors, not try to change them. A tool only makes sense when it enters our lives organically, becoming a silent accomplice to human mechanisms.

This is why the matching moment in Coffideas turns into a "game" – a black-and-white form gives way to a colored icon that allows people to instantly find each other in a crowd. It's a seemingly simple move, but in practice, it's pure **Experience Engineering**: we turn conference chaos into rhythm and lightness.

Through years of iteration, we have brought this solution to a **State of the Art** level. If you are building your own products or evaluating the tools you use, these two pillars of our UI/UX philosophy may serve as key inspiration for you:

## 1

### RADICAL MINIMIZATION: LESS MEANS "I CAN"

Most applications make the mistake of "over-abundance," believing that the user will choose what they need. In a situation of stress, noise, and the intensity of an event, people don't choose – they get lost.

# 6.1. The Coffideas app: State of the Art

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- **Our approach:** The Coffideas interface contains exactly what is necessary at that specific split second.
- **The effect:** A clear information hierarchy lifts the decision-making burden off the user's shoulders. We show only what is important "now." The rest remains hidden so as not to distract attention, which is our most valuable currency.

## 2

## TECHNOLOGY AS SUPPORT, NOT THE GOAL

The app is not the hero of the meeting. The hero is the conversation. Therefore, every solution in the interface serves the goal of having the user... put the phone down and look into the eyes of another person as quickly as possible. Good design is design that becomes invisible the moment the real magic starts happening between people.

The second pillar of our method is designing from a role-based perspective. At every stage of Coffideas' development, I asked myself the same question:

**"What does this person see and feel at this specific moment?"**

This approach allowed us to create an interface that doesn't assume ideal laboratory conditions but works in the real world – a world of event chaos, stress, and unpredictability.

# 6.1. The Coffideas app: State of the Art

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As a Tech-Humanist, I build systems that "carry" the logic of the process for the human, taking the decision-making weight off their shoulders. Here is how it looks in practice:

## 1. Design Empathy: Closing Your Eyes

I don't design functions; I design a state of being.

- **The participant:** Wants to enter the process effortlessly. They don't want to learn an app; they want an experience. The interface must feel like instinct.
- **The host/organizer:** Has a thousand things on their mind. The system must be a "safe base" for them – informing, calming, and prompting the next step.

## 2. The Host Panel: State of the Art in Combat Conditions

This is where you see the difference between a "pretty" app and a "useful" one. The host cockpit in Coffideas is a dashboard that responds in real-time to questions before the host even asks them:

- **Attendance Status:** You see the number of people online and offline. You know exactly if someone just left the room or if a connection was dropped, without guessing or counting heads.
- **Topic Logistics:** The system immediately shows how many accepted topics we have and how many tables we can form from them.
- **Dynamics Management:** If new threads are lacking, the system allows you to restore valuable topics from previous sessions with a single click.

If this critical data is available on a single screen, without the need to click through multiple menus. As a result, the host doesn't have to keep all the event statistics in their head – they can focus on the people and their energy,



# 6.1. The Coffideas app: State of the Art

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A while the system handles the foundations.

In Coffideas, technology is not "just another task" for the organizer. It is an intelligent assistant that makes leading a complex session as natural and fluid as brewing a good cup of coffee.



## 3. Instant Live

Another cornerstone of Coffideas is the Instant Live paradigm. In the world of events, where every second of downtime kills the room's energy, technology must be transparent and immediate. Within our system, everything happens in real-time: participant registration, data editing, or status changes are instantly visible in the host panel. This "instant live" nature provides the facilitator with a rare luxury – a sense of full control over crowd dynamics. You can see where people are stuck and where the process is flowing, allowing you to react before impatience even has a chance to set in.

## 4. Resilience Engineering: Designing for Reality

As an engineer and practitioner, I know that even the most beautiful interface will fail if it isn't prepared for a collision with reality. And event reality can be brutal:

- Crashing Wi-Fi with 300 people trying to connect.
- LTE "dead zones" in concrete office buildings.
- Restrictive security policies on corporate phones.

## 6.1. The Coffideas app: State of the Art

We abandoned traditional registration (login, password) because it is a barrier that kills momentum. The participant feels looked after by the system. This is a level of comfort usually reserved for high-end apps, brought into a lightweight, browser-based format that requires no installation.



**BUT THERE IS ONE MORE THING I AM PARTICULARLY PROUD OF: THE INTERACTIVE MANUAL.**

Most tools offer instructions in the form of a PDF or a separate help page. This is a design flaw – it forces the user to switch context and lose their flow at the moment they are most focused. In Coffideas, the manual is an integral part of the application and functions in an absolutely unique way:

- **The "Living components" principle:** The manual doesn't just contain screenshots and descriptions. It contains live, functional components.
- **Action without switching:** If you are reading about how to change the event language, you will find the exact same toggle found in the settings right inside the instructional text. You can click it and change the language... while reading the instructions.
- **Contextual agency:** If the manual discusses categories, you see an active module for managing them within it. You read "what and why," and you do it immediately, in the same place.

This is a philosophy of convenience where knowledge of the process and the tool for its realization become one. The manual stops being an "instruction manual" and becomes an active guide that leads the host by the hand through the entire process – from preparation, through session dynamics, to the final summary.

We remove the stress of "learning the system" from the organizer. In Coffideas, the system teaches you through action, remaining consistent and predictable from the first step to the last.

## 6.1. The Coffideas app: State of the Art

Coffideas is a process of evolutionary design. The interface reached state of the art status not because it was born from a single sketch, but because it changed from event to event – it was tempered in battle. Every function has passed through the sieve of hundreds of interactions, and what remains is a pure extract of utility.

As a designer, as the person responsible for this area, I made the hardest of decisions: the decision to renounce. In the world of technology, "more" is easier than "less." The art is to say: "We aren't doing this because it is just flashy noise." Because of this, Coffideas does not suffer from an excess of form. It has exactly what is needed – at the right moment and for the right person.

**For us, this is the purest definition of good technology:**

- It doesn't try to dazzle with its presence.
- It doesn't force the user to admire the interface.
- It simply removes obstacles so people can do what matters most.

**In Coffideas, that "something important" is a real conversation. The app is only (and yet) a catalyst.**

Its purpose is to make contact with another person instinctive, fast, and possible – even when the Wi-Fi fails and the conference hall feels like a labyrinth.



## 6.2. The Pandemic: When "Offline only" Had to meet reality



### AUTOR RODZIAŁU

#### Dominik Goss

Co-founder Coffideas, mentor with 20 years of experience in tech; as a "Trust Engineer" and public speaking expert.



The pandemic was a "moment of truth" for Coffideas. It was the point where our fundamental assumption – that we are an exclusively offline tool – collided with the reality of a world that closed itself within four walls overnight.

As a tech-humanist, you face the most difficult dilemma: do you hold orthodoxy to your vision and wait for the world to return to normal, or do you try to transpose the "soul" of the solution to where people need it most, even if the conditions are far from ideal?



### CLASHING WITH THE DOGMA: "ONLY IN REAL LIFE"

From the beginning, Coffideas had a certain physicality. It wasn't just a conversation – it was movement, finding your group, holding up phones, the energy of the room. It was all those "micro-behaviors" that build trust before the first word is even spoken. That is why to every question about an online version, we answered: "no." We were afraid that online, Coffideas would become just another boring Zoom call, where instead of the energy of a meeting, we would have only tiles with faces.

## 6.2. The Pandemic: When "Offline only" Had to meet reality



### THE MOMENT "NO" BECAME A CHALLENGE

The pandemic didn't just take away our conference rooms; it drastically increased the demand for what Coffideas provides best: a sense of meaning and connection. In a world of isolation, conversation stopped being a "nice addition" and became a scarce commodity, essential for mental and professional survival.

It was then we realized that if our mission is to support conversation, we cannot desert just because the communication channel has changed. The challenge was not "making a video conference" – there were plenty of those. The challenge was: how to transfer trust engineering and group dynamics to a world where you cannot shake hands?

#### Pragmatic Rebellion

The story of the pandemic at Coffideas is a tale of pragmatic rebellion. For the first six months, like most of the world, we waited. We believed that "offline only" was our inviolable dogma. But as reality began to stretch into infinity, we had to adapt. As process engineers, we knew one thing: if we didn't test it in battle, the idea might simply fade away.

We made the decision to build an online prototype. It was a **"guerilla" setup** – Google Meet, simple links, windows, and microphones. But in this raw environment, we looked for the answer to a fundamental question: **is the heart of Coffideas physicality, or is it the structure?**

## 6.2 Pandemia: kiedy „offline only” musiało spotkać się z rzeczywistością



### DISCOVERY: THE METHOD IS STRONGER THAN THE MEDIUM

The test results surprised us. It turned out that:

- **The 15-minute frame works everywhere** – online, it disciplines even more than in a room.
- **Generative dialogue is possible through a screen**, if people have a clear goal and a safe structure.
- **The hunger for meaning online was so massive** that Coffideas became an antidote to "Zoom fatigue" for participants. It wasn't just another call – it was a meeting with a human being.



### THE HARDEST DECISION: A CONSCIOUS RETURN

We had a working online product in our hands. We could have gone for scale, for reach, for the global market that was desperately seeking remote integration tools at the time. We could have become the "Zoom for relationships."

**And yet, having a ready prototype and proof that it works... we turned off the online servers.**

We did this with full awareness. We realized that while the method can work online, our mission and unique value lie in rescuing face-to-face meetings. In a world that irreversibly began to flee into the digital, we decided to remain the guardians of analog trust.

## 6.2. The Pandemic: When "Offline only" had to meet reality

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We returned to our roots not because online was impossible – we returned because we knew that in the "new normal," physical presence, the smell of coffee, and the ability to look someone in the eye without a camera's mediation would become the ultimate luxury. We chose to be catalysts where technology usually fails: in building deep, physical community.

Deciding to abandon a ready, functioning online prototype when the whole world was rushing toward digitalization was an **act of design courage**. From a business perspective, it might have looked like a step backward, but from the perspective of **Trust Engineering**, it was the only way to preserve the soul of Coffideas.

**We understood a fundamental difference: on the internet, a process can be reproduced, but presence cannot be simulated.**



### CHOOSING DEPTH OVER REACH

By choosing "offline only," we consciously bet on the quality of the experience of presence. Coffideas is not just an exchange of information – it is the energy created when people share the same space, the same rhythm, and the same smell of coffee. It is the physical movement across the room, the searching for a partner's gaze, and those 15 minutes of being "here and now," without notifications at the edge of the screen. We knew that:

- **Online** gives scale and convenience, but often remains just another activity in the calendar.
- **Offline** gives a relationship that has its own weight, texture, and real consequences in the physical world.



## 6.2. The Pandemic: When "Offline only" had to meet reality



### TECHNOLOGY AS A BRIDGE, NOT THE GOAL

The pandemic was a boundary test for us that brought the most important lesson: just because we can move something online doesn't mean we should. Coffideas was born from the need to save human bonds in a world that pushes us into "action without contact" mode. If we had stayed online, we would have become part of the problem we wanted to solve.

Today, Coffideas remains true to its roots. We don't rule out that an online version might return someday – perhaps as a gift to the community under a **Creative Commons** formula, so others can experiment with it. However, for us, the heart of the method beats where people are truly next to each other. This conscious adherence to the essence allows us to offer something that has become a luxury in the digital world: **a true, physical meeting with another human being.**





# Startup of Positive Impact 2024

**JUNE 24**

We were awarded as the laureate of the Startup of Positive Impact 2024 organized by Akademia Leona Koźmińskiego.



# Part 7:

## Links

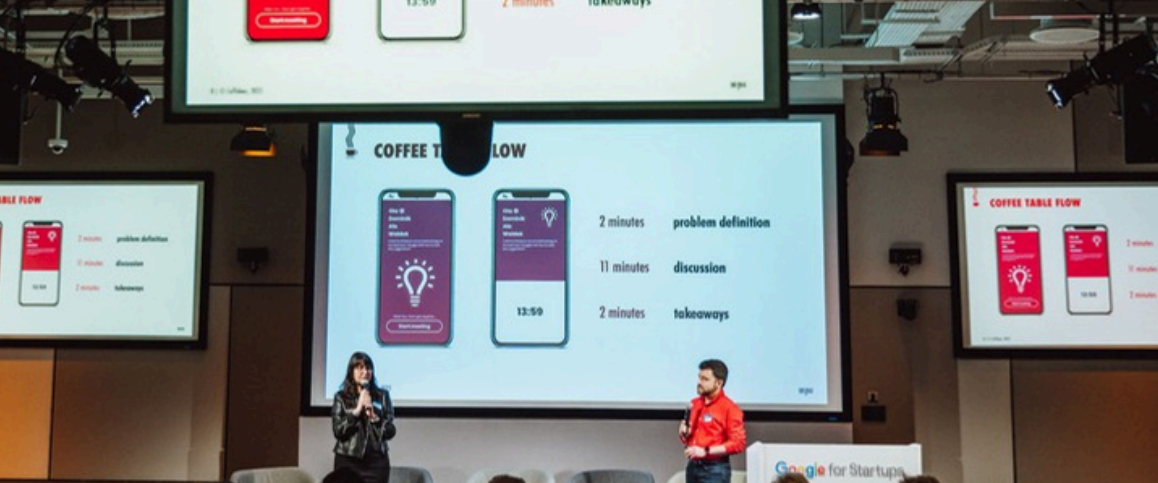
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**Go to website →**

- [coffideas.com/creative-commons](https://coffideas.com/creative-commons)
- [coffideas.com/creative-commons/playbook](https://coffideas.com/creative-commons/playbook)



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# Human Steady AI Read

## HOW TO CONNECT PEOPLE WITH MEANING?

**“In a world that moves faster than our emotions can keep up...”**

And one more line about courage and action – to underline that this Playbook isn’t just for reading, but for practical testing in real conversation. Here you go:

This Playbook wasn’t written at a desk. It was written in conference halls, meetups, companies, NGOs, in the corridors between keynotes, and over coffee – where people genuinely try to meet.

For five years, we tested what works – and what breaks energy and trust. We learned through our own mistakes, listened to feedback, and kept iterating. In a world that moves faster than our emotions can keep up, we discovered something simple: great conversation doesn’t happen by itself. Great conversation needs structure, intention, and a host who can guide people through the experience.

Coffideas is a tool. But more important than the tool is the permission: to slow down for 15 minutes and be truly present.

If this Playbook gives you just one thing, let it be the confidence that you can create connections that stay with people for a long time – because they connect with meaning.

This Playbook isn’t only for inspiration or reading – it’s for trying. Choose one conversation and have the courage to lead it differently.

Enjoy the read.