

FRICTION

SYSTEMIC

The Offline Connection Dividend

The Experiment: The Offline Connection Audit

Duration: Two weeks plus a one-time mapping session

Time required: 45 minutes upfront, 10 minutes per week during the experiment

Goal: Identify the weakest points in your team's connection ecosystem and design two small frictions that make the human thing easier than the inhuman alternative.

Step One: Draw your team's "connection map" on a separate page.

Write fast answers to four prompts:

- Where do people connect *without* an agenda right now?

- Where do new relationships form (especially across roles/levels)?

- Where does repair happen after tension or conflict?

- Where does mentoring happen in the flow of work?

If your answers are thin, don't panic. That's the system telling you the truth.

Step Two: Use Your Connection Ecosystem Scores

If you've already worked through Connection by Design, you have a score across five lenses—Intentionality, Balance, Cadence, Mixing, and Repair—and you know which two are your lowest. Use those scores here. If you're coming to this experiment first, flip back to Connection by Design and run the scoring now; it takes five minutes and will tell you exactly where to focus. Either way, carry your two lowest scores into Step 3.

Step Three: Design two “small frictions” (one per lowest lens).

For each, complete these sentences:

- “We are making it slightly harder to skip _____.”
- “So it becomes easier to _____.”
- “The smallest two-week version of this is _____.”
- “The thing most likely to break this is _____,
so we will _____.”

Examples of small frictions (choose or invent):

- An **anchor hour** once a week where the team is in the same place and no one schedules over it.
- A **monthly build day** in person dedicated to sensemaking, repair, and learning.
- A **two-person mentoring loop** that only happens walking or over a shared meal.
- A **conflict rule**: If something feels charged, the first attempt at repair happens face-to-face (or at least voice-only, not text).

Step Four: Run the pilot for two weeks, then ask two questions.

Keep it simple. In a pulse or in 1:1s, ask:

- “Did you feel more supported this week than a typical week?”
- “Name one meaningful offline interaction you had that you wouldn’t have otherwise.”

If support increases, keep the friction and refine it. If it doesn’t, don’t abandon the goal and adjust the design. In systems work, you don’t judge the value by one attempt. You iterate the defaults until the human thing you care about becomes easier than the inhuman alternative.