FOR BUSINESSES · GUIDE

Industry Applications Guide

Eight illustrative scenarios showing how a Conversations That Count programme could work in different markets.

Illustrative applications. These scenarios show how a programme could work. They are not completed campaigns, client case studies or results. Organisations mentioned as examples have not necessarily engaged Conversations That Count.

Each scenario follows the same ten-part template: the audience, their pressures, the consequences, where preparedness helps, the host, the conversation, what participants gain, where a commercial solution could contribute, voluntary follow-up and measurement.

Lawyers and professional services: Legal Preparedness and Family Resilience

Illustrative application: how a Conversations That Count programme could work.

Many family and business disputes are made worse by delay: no will, an unclear agreement, advice sought too late. A law firm can become known for practical, preventive education.

The audience a business wants to reach	Families, entrepreneurs, employers and property owners who are likely to need legal advice at major moments of change, but who often seek it too late.
The pressures that affect that audience	Succession planning and wills; Family and inheritance disputes; Contractual misunderstandings; Employment conflicts; Property transactions; Business partnership breakdowns; Debt-related disputes; Delayed legal advice
What those pressures can lead to	Avoidable disputes, frozen estates, family conflict, lost property, damaged business relationships and prolonged stress, often at a time when people are already coping with loss or change.
Where preparedness and support make a difference	Earlier legal awareness, proper documentation and timely professional advice can help people prevent some difficulties and respond more effectively to others. The emotional strain of a dispute is real, so the conversation also points to appropriate support.
Who might host	A respected community leader, business-association chair, faith leader or professional who already convenes families or entrepreneurs.
The conversation CTC could organise	"Legal Preparedness and Family Resilience": a facilitated session on the moments when legal preparation matters most, what to put in place now and when to seek advice. Lawyers contribute legal expertise, not therapy, and a wellbeing professional addresses the stress that disputes create.
What participants would gain	A clear checklist of documents and decisions, an understanding of common pitfalls, and knowledge of where to get legal and personal support.
Where a commercial solution could legitimately contribute	A participating law firm or suitable legal-services partner becomes known for valuable preventive education. Participants who want help with a will, agreement or dispute can choose to request a consultation.
Voluntary follow-up	Participants may separately request a consultation with the identified firm. Attendance alone shares no details.

How outcomes could be measured	Sessions held, attendance, checklist downloads, anonymous feedback on usefulness, and the number of consultations explicitly requested.

Boundary: General legal education only; no individual legal advice is given in a group session. Professional conduct rules on marketing legal services apply.

Farmers and agribusiness: Farm Continuity and Climate Preparedness

Illustrative application: how a Conversations That Count programme could work.

Farming families carry climate uncertainty, debt and succession worries, often alone. Insurers, lenders and agricultural suppliers can support practical preparation.

The audience a business wants to reach	Commercial and emerging farmers, farming families and agribusiness owners.
The pressures that affect that audience	Climate uncertainty, drought and erratic seasons; Input costs, debt and cash-flow timing; Market and price volatility; Succession and the future of the family farm; Labour, safety and equipment risk; Isolation and the strain of carrying risk alone
What those pressures can lead to	Lost harvests, unmanageable debt, forced sale of assets, family conflict over succession, and the stress that undermines decision-making at critical moments.
Where preparedness and support make a difference	Many of these pressures are seasonal and predictable. A pressure-point calendar, continuity plans, appropriate cover and earlier conversations about succession can improve decisions and resilience.
Who might host	A farmers' association representative, respected commercial farmer or agricultural extension leader.
The conversation CTC could organise	A gathering at a familiar venue in the off-peak season, combining an agronomist or risk specialist, a financial-planning contributor and a wellbeing facilitator around a seasonal pressure-point calendar.
What participants would gain	A practical seasonal checklist, ideas from peers who have managed similar risks, and knowledge of agricultural, financial and personal support available.
Where a commercial solution could legitimately contribute	An insurer, lender, agritech or input supplier with a relevant offering supports the programme. Farmers who want to explore cover, finance or tools can ask to be introduced.
Voluntary follow-up	Farmers request a specific introduction if they want one. Nobody is contacted because they attended.
How outcomes could be measured	Attendance across districts, calendar and checklist uptake, anonymous usefulness ratings, introductions requested and, where the business shares them, verified opportunities.

Boundary: No sales presentations at the session. Financial products are discussed only in general terms unless a participant requests an introduction.

Healthcare practitioners: Sustainable Practice: Decisions, Workload and Wellbeing

Illustrative application: how a Conversations That Count programme could work.

Doctors, nurses and allied professionals face decision fatigue, workload pressure and the business demands of running a practice. Peer-level conversations can help them prepare and sustain good practice.

The audience a business wants to reach	Private medical practitioners, nurses, pharmacists and allied health professionals, particularly those running their own practices.
The pressures that affect that audience	Clinical decision fatigue; Heavy workload and long hours; Burnout and moral distress; Practice-management, staffing and cash-flow pressure; Regulatory and compliance demands; Limited time to plan for the future
What those pressures can lead to	Errors and near-misses, exhaustion, staff turnover, practice instability and practitioners leaving the profession.
Where preparedness and support make a difference	Recognising early signs of fatigue, building sustainable routines, strengthening practice systems and knowing where confidential professional support is available.
Who might host	A respected senior practitioner or medical, nursing or pharmacy association convener.
The conversation CTC could organise	A small evening roundtable on decision fatigue and sustainable practice, facilitated by a suitably qualified professional, with a practice-management contributor where relevant.
What participants would gain	Practical strategies, peer exchange in a confidential setting, and signposting to professional support and practice resources.
Where a commercial solution could legitimately contribute	A bank, practice-technology provider, insurer or practice-management service supports the programme. Practitioners who want help with practice finance or systems can request an introduction.
Voluntary follow-up	Only practitioners who explicitly ask are introduced, and only for the purpose they state.
How outcomes could be measured	Attendance, anonymous feedback, resource requests and introductions explicitly requested.

Boundary: Sensitive disclosures about health, wellbeing or clinical incidents are never shared with the supporting business or used for profiling. This is peer education, not treatment.

Diaspora communities: Caring from a Distance: Family, Finances and Emergencies

Illustrative application: how a Conversations That Count programme could work.

People living abroad often support parents, children and property at home. Preparing for emergencies and long-distance obligations reduces strain on everyone.

The audience a business wants to reach	Diaspora professionals and families supporting relatives, investments or property in their home country.
The pressures that affect that audience	Long-distance caregiving for ageing parents; Family financial obligations and remittances; Property and investment concerns at home; Medical or family emergencies far away; Isolation and guilt about being absent; Uncertainty about trustworthy service providers

What those pressures can lead to	Rushed decisions during emergencies, financial loss, family conflict and prolonged personal strain.
Where preparedness and support make a difference	Agreeing family plans in advance, documenting arrangements, identifying trustworthy local contacts and services, and recognising the emotional load of caring from a distance.
Who might host	A trusted diaspora professional, alumni-network leader or community convener.
The conversation CTC could organise	An online or in-person conversation on preparing for long-distance responsibilities, with contributors on family planning, financial arrangements and wellbeing.
What participants would gain	A family-preparedness checklist, practical ideas from peers and knowledge of verified support options.
Where a commercial solution could legitimately contribute	A bank, verified cross-border service provider, insurer or advisory firm with relevant offerings supports the programme. Participants who want details can request them.
Voluntary follow-up	Interested participants request an introduction or information. Personal circumstances shared in discussion are never used for sales targeting.
How outcomes could be measured	Participation across locations, checklist downloads, feedback on usefulness and introductions requested.

Boundary: Personal distress is never used as a sales trigger. Providers must be legitimate and appropriately regulated.

Employers and HR professionals: People, Safety and Performance

Illustrative application: how a Conversations That Count programme could work.

Burnout, critical incidents and substance-use concerns affect safety, productivity and retention. HR leaders want practical approaches to early support.

The audience a business wants to reach	HR directors, people managers, health-and-safety officers and business leaders.
The pressures that affect that audience	Burnout and absenteeism; Critical incidents and workplace trauma; Workplace safety; Substance-use concerns; Leadership and change pressure; Limited early-support options
What those pressures can lead to	Accidents, lost productivity, high staff turnover, legal exposure and damage to organisational culture.
Where preparedness and support make a difference	Early-warning signs, clear response plans for critical incidents, manager capability and established referral pathways to professional support.
Who might host	An HR professional body, an industry association or a respected HR leader.
The conversation CTC could organise	A roundtable on early support and incident readiness, with occupational-health, safety and wellbeing contributors.
What participants would gain	A practical readiness checklist, peer benchmarking and knowledge of appropriate service options.
Where a commercial solution could legitimately contribute	An employee-assistance provider, insurer, occupational-health or HR-technology company supports the programme. Organisations that want to explore services can request an introduction.
Voluntary follow-up	HR leaders request introductions on behalf of their organisations if they choose to.
How outcomes could be measured	Attendance by organisation type, toolkit downloads, anonymous feedback and introductions requested.

Boundary: Individual employees' circumstances are never discussed or shared.

Schools and families: Thriving Learners, Prepared Families

Illustrative application: how a Conversations That Count programme could work.

Examination stress, online risks and substance use worry parents and educators. Well-safeguarded conversations help adults prepare and respond.

The audience a business wants to reach	Parents, guardians, teachers, school leaders and school-governance bodies.
The pressures that affect that audience	Examination stress; Safeguarding concerns; Digital wellbeing and online risks; Parenting pressures; Substance-use prevention; Transitions between school stages
What those pressures can lead to	Young people struggling without support, family conflict, crises noticed too late and pressure on school staff.
Where preparedness and support make a difference	Recognising early signs, knowing how to start difficult conversations, agreeing family routines and knowing where to get professional help.
Who might host	A head teacher, parent-body chair or school-community leader with safeguarding experience.

The conversation CTC could organise	An adult-only evening session for parents and staff, with a qualified child and adolescent specialist and clear safeguarding procedures.
What participants would gain	Practical guidance, a family conversation guide and signposting to appropriate services.
Where a commercial solution could legitimately contribute	An education-services provider, insurer, telecoms or financial-services company with a relevant family offering supports the programme. Parents who want information can request it separately.
Voluntary follow-up	Optional, adult-initiated requests only.
How outcomes could be measured	Attendance, guide uptake, anonymous feedback and requests for further information.

Boundary: Children are never targeted for commercial contact. Child-protection procedures apply, and the school approves the supporting business before anything is announced.

Business owners and SMEs: Resilient Owners, Resilient Businesses

Illustrative application: how a Conversations That Count programme could work.

Owners carry cash-flow uncertainty, succession and partnership risk, often personally. Preparing early protects the business and the people who depend on it.

The audience a business wants to reach	Owners and managers of small and medium-sized enterprises.
The pressures that affect that audience	Cash-flow uncertainty; Succession planning; Partnership disputes; Owner burnout; Business continuity; Key-person dependency
What those pressures can lead to	Business failure, broken partnerships, lost jobs and serious personal financial strain.
Where preparedness and support make a difference	Cash-flow planning, written partnership agreements, continuity and succession plans, and sustainable routines for the owner.
Who might host	A chamber of commerce or industry-association leader, or a respected business owner.
The conversation CTC could organise	A practical roundtable on protecting the business and the owner, with finance, legal and wellbeing contributors.
What participants would gain	A continuity checklist, peer insights and relevant resources.
Where a commercial solution could legitimately contribute	A bank, insurer, accounting firm or business-software provider supports the programme. Owners can request an introduction if they want one.
Voluntary follow-up	Owner-initiated introductions only.
How outcomes could be measured	Attendance, checklist uptake, feedback, introductions requested and verified opportunities where the business shares them.

Boundary: No hard selling, and no use of disclosed financial difficulty for targeting.

Finance and professional governance: Clear Heads at Critical Deadlines

Illustrative application: how a Conversations That Count programme could work.

Company secretaries, accountants and governance professionals work to unforgiving deadlines and growing complexity. Preparation and support help them sustain sound judgement.

The audience a business wants to reach	Company secretaries, finance directors, accountants, compliance officers and board members.
The pressures that affect that audience	Reporting deadlines; Compliance responsibilities; Decision fatigue; Operational complexity; Regulatory change; Personal accountability for errors
What those pressures can lead to	Errors, missed deadlines, governance failures, exhaustion and loss of experienced staff.
Where preparedness and support make a difference	A calendar of pressure points, team planning, sound processes and tools, and recognising the signs of decision fatigue.
Who might host	A professional-body representative or respected senior governance professional.

The conversation CTC could organise	A peer roundtable timed ahead of a reporting season, on managing pressure and decision quality, with process and wellbeing contributors.
What participants would gain	Practical planning tools, peer exchange and signposting to support.
Where a commercial solution could legitimately contribute	A governance-services provider, technology firm or professional-services company supports the programme. Participants who want to explore services can request an introduction. For example, a company-registrar or transfer-secretary business, such as First Transfer Secretaries, could use this model to engage company secretaries. This is an illustration only; it does not mean that FTS has engaged Conversations That Count.
Voluntary follow-up	Explicit, participant-initiated requests only.
How outcomes could be measured	Attendance, tool downloads, anonymous feedback and introductions requested.

Boundary: Discussion stays at a general level, and no confidential client or employer information is shared.

Next step

Tell us the audience you want to reach and the objective behind it. It takes about two minutes and commits you to nothing.

> **Build My Customer Engagement Campaign:** www.conversationsthatcount.org/businesses/#plan

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