



BURSTING through
Human Connection Consulting
Where real stories become real culture change

WHAT IS HUMAN CONNECTION CONSULTING?

A human-centered approach to:

- **Improving performance**

Teams with strong psychological safety outperform others by up to 50%

- **Boosting innovation**

High-trust cultures see 76% more engagement and 50% more productivity

- **Reducing burnout and turnover costs**

Disconnected employees are 3.5x more likely to quit.

- **Enhancing collaboration**

Feeling safe and valued increases knowledge-sharing by 67%

- **Increasing profitability**

Companies with highly engaged employees see a 21% increase in profitability

WHY HUMAN CONNECTION CONSULTING EXISTS:

Disconnected Teams Are More Common Than You May Know

- 65% of employees say they feel less connected to their coworkers than before 2020
- Companies with highly connected employees see a 21% increase in profitability
- Remote and tech-driven work has erased the micro-moments where trust is built
- 43% of employees say company messaging feels 'corporate' and not human
- Burnout is at an all-time high and is directly tied to isolation and lack of belonging

THE BURSTING THROUGH POINT OF VIEW:

STORIES shift perspectives



PEOPLE shape behavior



CULTURE enables excellence



PERFORMANCE fuels success



SUCCESS increases revenue

Bursting Through uncovers the human truths companies can't access through surveys or meetings. We bring our grassroots methods into the workplace to help leaders close the gap between what employees feel and what organizations see.

WHAT MAKES THIS CONSULTING DIFFERENT?

- We reconnect teams to their humanity, which strengthens commitment and effort
- We build understanding across identities so teams can collaborate with fewer assumptions
- We bring language, perspective, and clarity to topics leaders often avoid
- We make DEI human again so people can stop performing and start connecting
- We bridge the gap between lived experience and workplace reality

THE CORE OFFERING:

Human Connection Consulting removes the human barriers that limit performance through:

- **Human Insight Discovery**
Understanding what people can't say in surveys
- **Story-Led Understanding**
Using story to build connection and clarity
- **Connection-Based Advisory**
Helping leaders communicate and lead with humanity
- **Culture & Performance Roadmap**
Actionable steps to strengthen culture and performance

HOW STORYTELLING CREATES CULTURE CHANGE:

Bursting Through uses story as a strategic tool, not for sharing personal problems, but for revealing the human barriers that affect performance. Through our process, story becomes insight, insight becomes connection, and connection becomes better culture.

THIS INCLUDES:

- Guided story development to surface what's in the way of doing great work
- Internal story activations that help teams understand each other
- Facilitated conversations that build trust and alignment
- Connection moments that replace assumptions with understanding
- Optional public story spotlight to reinforce company values

EXCEPTED OUTCOMES:

- **Stronger connection across identities and roles**
People see the human behind the job title
- **Employees who feel genuinely seen, valued, and supported**
Not through programs - through human understanding
- **More effective communication and collaboration**
Fewer misunderstandings, more alignment, better execution
- **Increased trust in leadership and each other**
Because people trust leaders who understand their lived reality
- **Authentic Allyship that shows up in everyday behaviors**
Not performative - practical, relational, and culture-shaping

WHY BURSTING THROUGH?

- Most employees say their organization's DEI efforts feel like compliance, not connection. **Bursting Through brings DEI back to what it was always meant to be: human**
- People want to feel seen, safe, and valued at work — and when they do, teams collaborate better, innovate more, and perform at higher levels. **Bursting Through helps leaders create this reality through human-centered insight, story-led understanding, and connection-focused culture work**
- Today's workplace is disconnected: Employees report a 60% drop in meaningful interactions since 2020 — and connection is the #1 driver of engagement, performance, and retention. **Bursting Through rebuilds connection by uncovering human truths and transforming them into deeper understanding across teams.**

WHAT BURSTING THROUGH CONSULTING LOOKS LIKE:

Whether you're addressing specific challenges or transforming your culture, Bursting Through offers a human-centered consulting partnership designed to meet your organization where it is.

- **Monthly Engagement**

A focused partnership for immediate clarity and human insight

- **Quarterly Program**

A deeper, story-led engagement to strengthen connection and culture

- **Six-Month Transformation**

A full commitment to human connection and performance growth

Programs can be customized to fit your team's goals, size, and pace.

ABOUT STEVE



Steve Petersen, founder
Bursting Through

Steve Petersen is the founder of Bursting Through, a human-centered media and consulting movement uniting marginalized communities and their Allies. His 27-year career in marketing and visual merchandising took him from rural Iowa to Fortune 500 companies in Manhattan, shaping his understanding of how connection, visibility, and culture impact people and performance.

Coming out in his mid-20s cemented his core values of compassion, courage, and change. These values fuel the Bursting Through Movement and guide his mission to create safety, equality, and belonging through the power of human connection.

“The most powerful way to build compassion, empathy, and understanding is through the superpower of storytelling.”

BURSTING THROUGH CONSULTING PRICING

Bursting Through Consulting programs are priced based on the level of partnership we design to best fit your needs.

BURSTING THROUGH CONSULTING PROGRAMS WILL HELP YOU:

- Strengthen team connection and collaboration
 - Improve communication across identities and roles
 - Enhance trust in leadership and the organization
 - Remove the hidden human barriers slowing down performance
 - Builds a culture where people feel seen, valued, and motivated
 - Provides leaders with human-centered insight they can't get from surveys
-

Together, we'll create the human-centered culture that enables your teams to thrive.

LET'S CONNECT



Steve Petersen, founder
Bursting Through

If you are ready to bring more
human connection to your
organization, let's talk.

EMAIL: steve@burstingthrough.us

PHONE: 515-554-1132

"My lived experience and corporate journey
allow me to connect with people in a deeply
human way. When we work together, teams
walk away with a renewed understanding of
each other—and the confidence to show up with
compassion, clarity, and purpose."

THANK YOU FOR YOUR
TIME AND ATTENTION!



BURSTING through.US