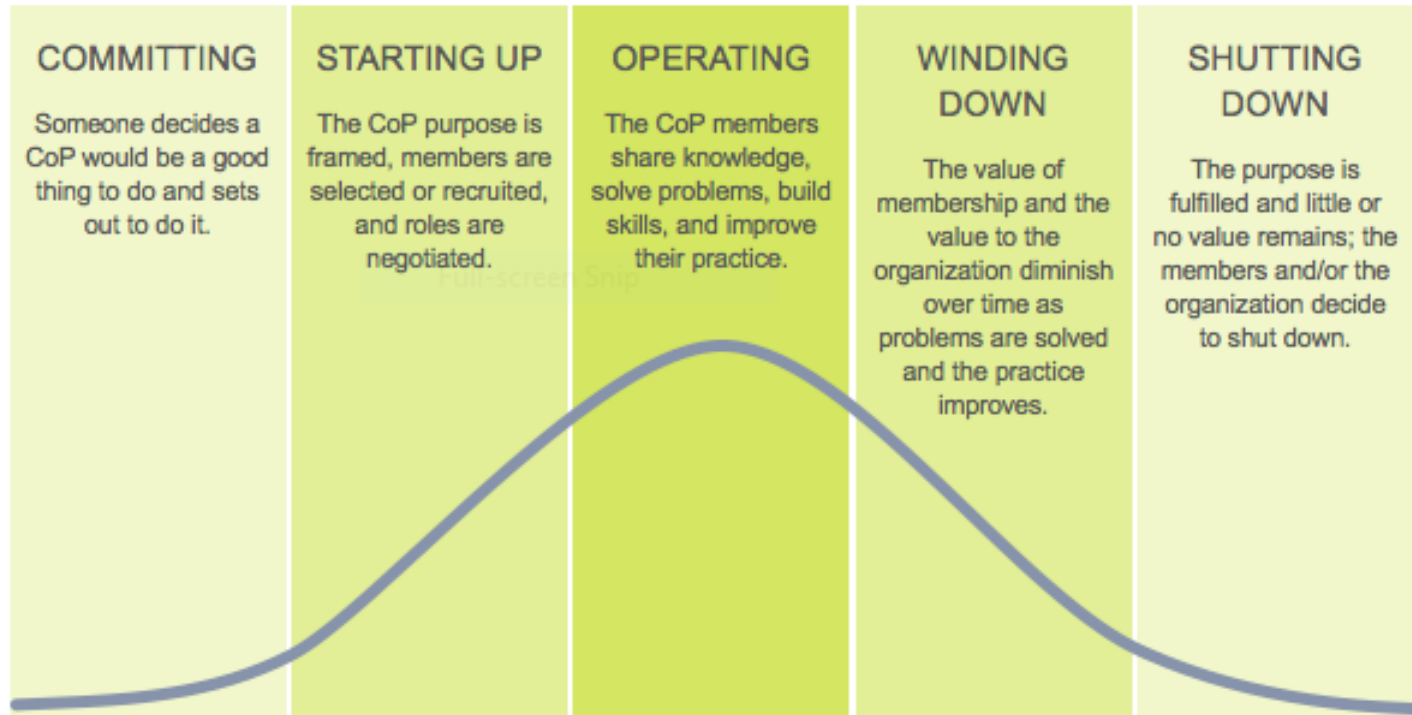


Session 4: Communities of Practice in Action

Community of Practice Lifecycle



Phase One

COMMITTING

Someone decides a CoP would be a good thing to do and sets out to do it.

Vision and purpose:

What is the focal point?

What problems do you solve?

What are the processes?

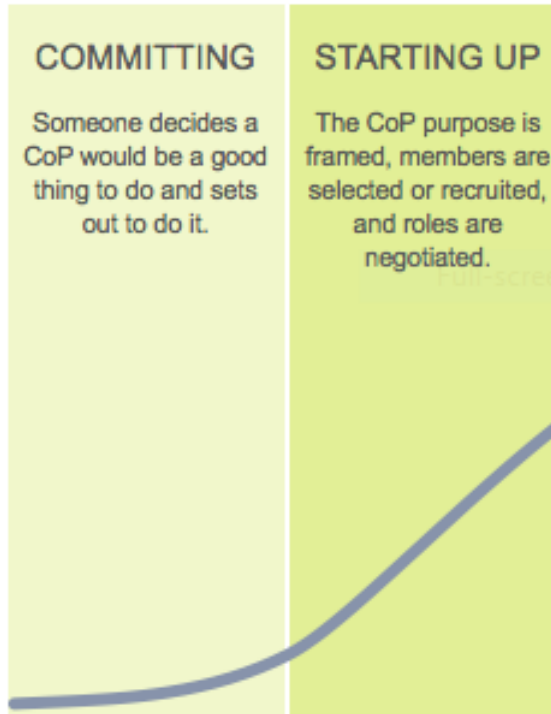
What is your position on ideas and debates?

What is the domain and what could it achieve?

Who is the community for?

What is unique about the community?

Phase Two



Develop a strategy:

Activities, technologies and interaction modes.

What resources are needed?

Measure outcomes and outputs.

Who could champion the community to stakeholders?

Plan for ongoing communication and engagement.

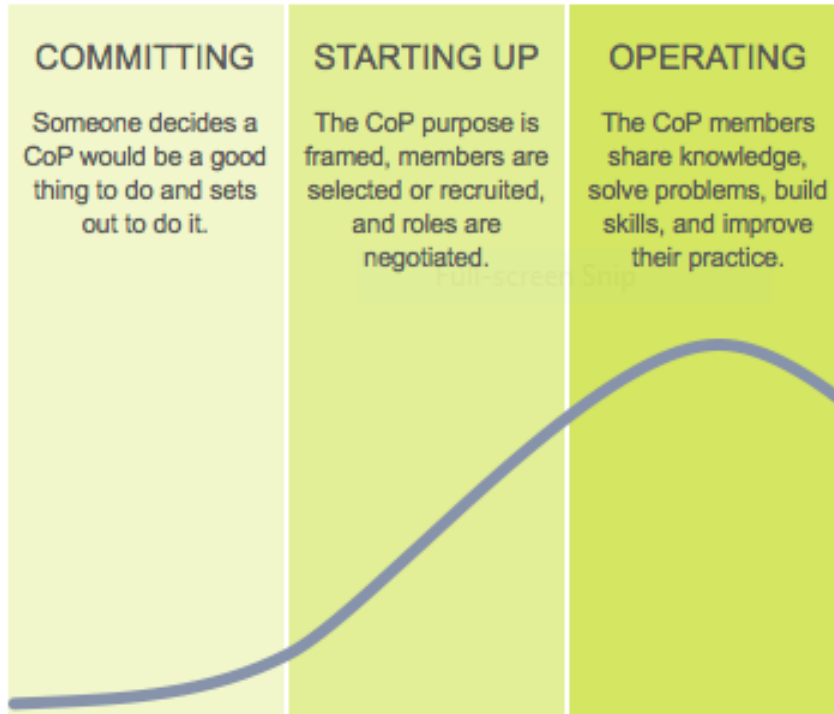
Processes for navigating conflict and challenges.

Reporting, legal, regulatory and professional obligations?

Pilot the community:

Form a core group, pressure test assumptions and processes and refine the vision and goals and create the 'elevator pitch' for the community.

Phase Three



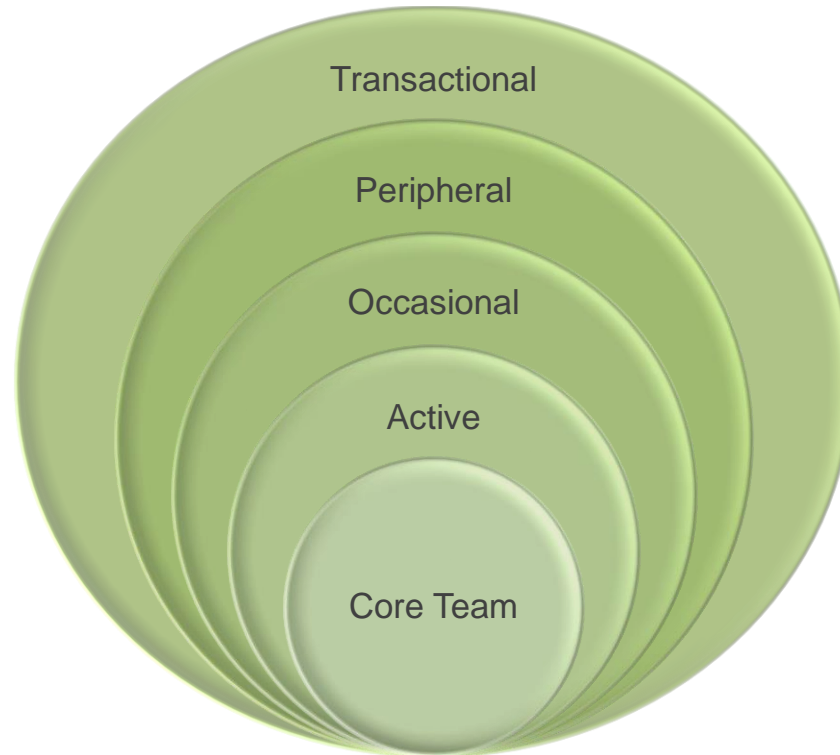
Launch: roll out the community to a broader audience over time in ways that engages and delivers immediate benefits.

Grow: increasing cycle of participation, regular communication and recognising contribution.

Promote: helps with generating enthusiasm and stimulates interest .

Reflect and evaluate: regularly return to the purpose, recognise achievements, outcomes and outputs and opportunities for improvement.

Member Participation



Session 4: Communities of Practice in Action

Activity 1: Community of Practice Proposal [individual activity]

Activity 2: Top Ten [group activity]