

Session 4:

Communities of Practice in Action



## Community of Practice Lifecycle

#### COMMITTING STARTING UP **OPERATING** SHUTTING WINDING DOWN DOWN The CoP members Someone decides a The CoP purpose is CoP would be a good framed, members are share knowledge, The value of The purpose is thing to do and sets selected or recruited. solve problems, build membership and the fulfilled and little or and roles are skills, and improve out to do it. value to the no value remains; the their practice. negotiated. organization diminish members and/or the over time as organization decide problems are solved to shut down. and the practice improves.



## 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.

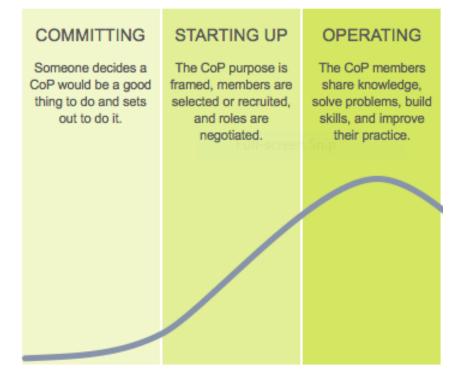
Reporting, legal, regulatory and professional obligations?

### 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







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**Activity 1**: Community of Practice Proposal [individual activity]

**Activity 2**: Top Ten [group activity]