



VISION

The starting point of any Community of Practice should be the purpose or the mission of the community. Why does the community exist? The community's purpose often comes from the organisation's leadership, corresponding to the organisation's business goals. It is normally predefined by the sponsor alone or by the sponsor with a group of people.

Once the sponsor sets the 'why', we will be co-creating the vision for the community with our sponsor, a preliminary core group and potential members. When the vision has been formulated and aligned, we will be working on the strategy in support of delivering on the vision. At this stage, we will be working on high-level objectives.

- how to design and communicate our purpose, vision, objectives and strategy.
- how to use appreciative inquiry to identify and design a vision for our community needs, challenges and opportunities.
- how to pitch our community's value proposition and creation.

Building a Community Charter

WHAT

Focus on the community charter, using intentional design to be very deliberate about the nature, goals, and operation of the community.

It is a single-page document that can be easily shared. The charter is produced by the community, owned by the community, and is made visible to everyone, whether they're a member or not.




WHY

Some of the benefits our communities have seen from developing their charter:

- Attracting new members by helping people to understand the basics of the community and why they should join and contribute
- Improved engagement and alignment
- The charter can be useful in discussions with the management about why participation is beneficial to the individual and to the organisation

HOW

The following table provides an example of a sample charter

COMMUNITY CHARTER		
 <p>Why we care about this topic</p>	<p>Our purpose</p>	
	<p>Our chosen domain</p>	
 <p>What you can expect as a member</p>	<p>Membership</p>	<p>Our community is open for anyone to join, regardless of location, level of experience or seniority. If you're considering a take new role, we're here to help and guide you as best we can!</p>
	<p>Guiding Principles</p>	<ul style="list-style-type: none"> • <i>All ideas are welcome.</i> • <i>Active participation is a requirement.</i> • <i>We promote a culture of trust, respect, collaboration, reciprocity, network/idea/resource sharing, goal alignment, listening, open & honest discussion.</i>
 <p>How will we make a difference together</p>	<p>Objectives</p>	<ul style="list-style-type: none"> • Driven by the community, provide regular, structured sessions which focus on certain areas to enable the community to explore different aspects of the domain we care about. • Act as stewards for the expert domain within our location, looking for opportunities to drive improvements between people and teams, regardless of Line Of Business alignment. • Encourage members to bring specific challenges or problems from their team or context that the community can solve together, federating the knowledge broadly. • Foster knowledge exchanges and best practice sharing across teams, lines of business and locations through our community interactions for better outcomes.

	<p>Activities and events</p>	<p>We try meet at least once per month and maintain a good variety of different types of activities, including:</p> <ul style="list-style-type: none"> • Internal and external speakers • Practical exercises • Monthly challenge • Guided conversations • Conference attendee report-in-brings new knowledge into the community • Welcome wagons • Lightning talks • Product demos • Feedback sessions <p>...and we're always open to ideas from the community!</p>
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