Communities of Practice:
A Practitioner's Perspective

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Overview

- ☐ A problem of design – Defining the problem and forming a solution in terms of context, content, form

- ☐ Key Components: purpose, trust, knowledge base

- ☐ Lesson learned and applied

Challenge/Opportunity

"We are living in a time when no organization can succeed on its own."

Hesselbein & Whitehead, 2000

Structural Model

☐ **Domain** – The common ground – the knowledge base that defines a set of issues, creates a common identity and legitimizes the community

☐ **Community** – A group of people who care about the domain

☐ **Practice** – The shared practice developed by the people in order to be effective in the domain.
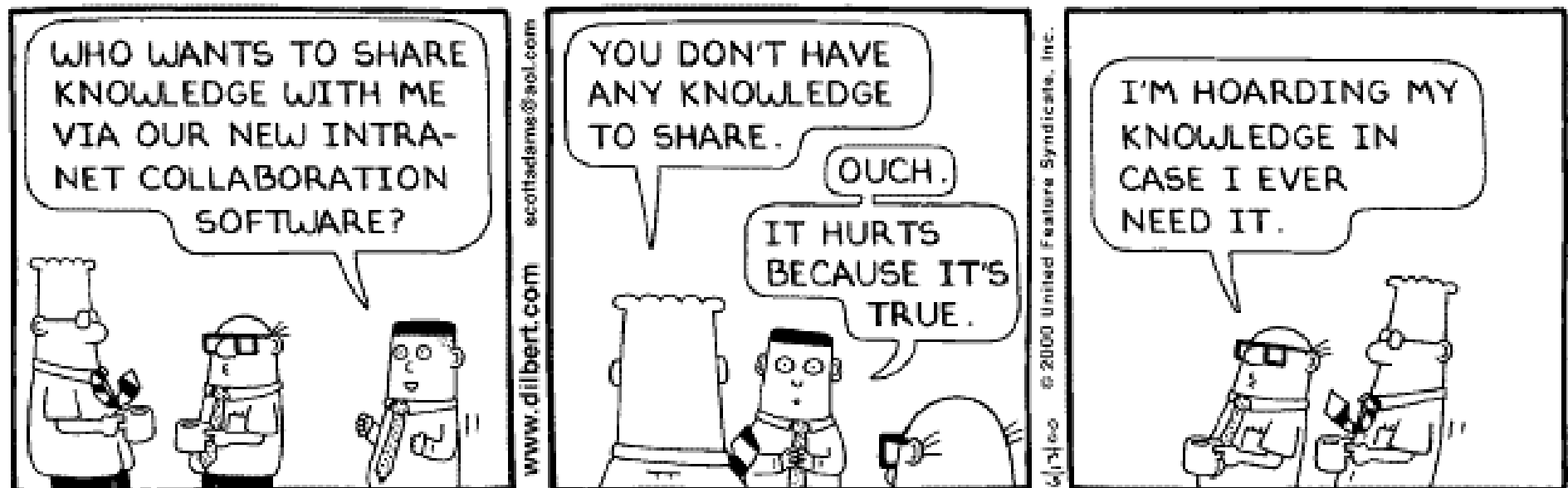
Wenger et al., 2002, pp. 27-40

Context

Readiness – Critical Success Factors

- ☐ Partnering mindsets and capabilities
- ☐ Supportive context and leadership endorsement
- ☐ Technology platform
- ☐ Strategic alignment
- ☐ Realistic expectations for return on investment

Saint-Onge and Wallace

Purpose: The Community Draw

- ☐ Need to know
- ☐ Need to contribute
- ☐ Need to make a difference
- ☐ Need to take action; accomplish something
- ☐ Need to belong

Trust

"Complex knowledge-based production requires high levels of diffuse cooperation resting on a strong foundation of trust."
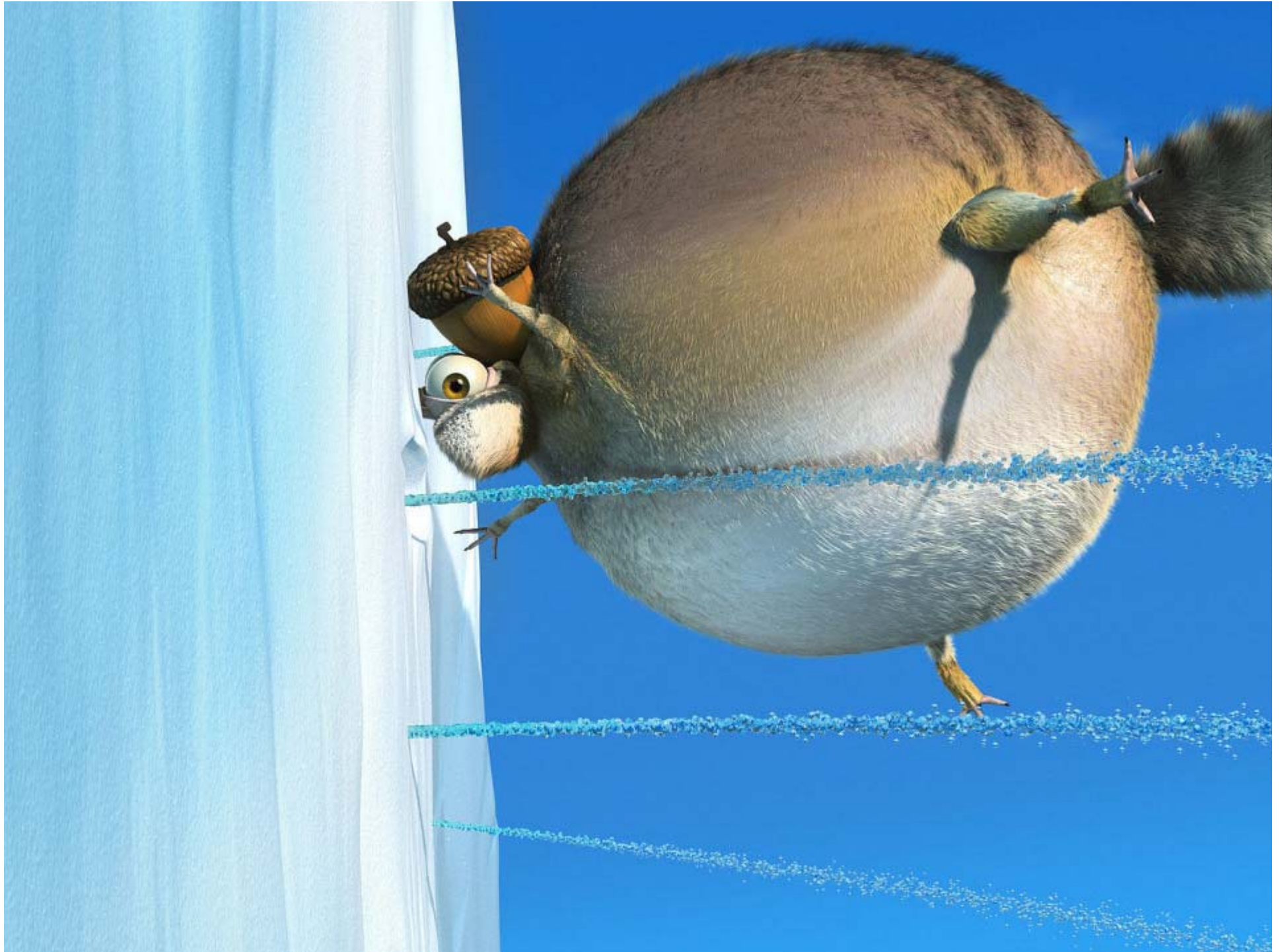
Heckscher and Adler, 2006, p. 1

Content

Touchstone

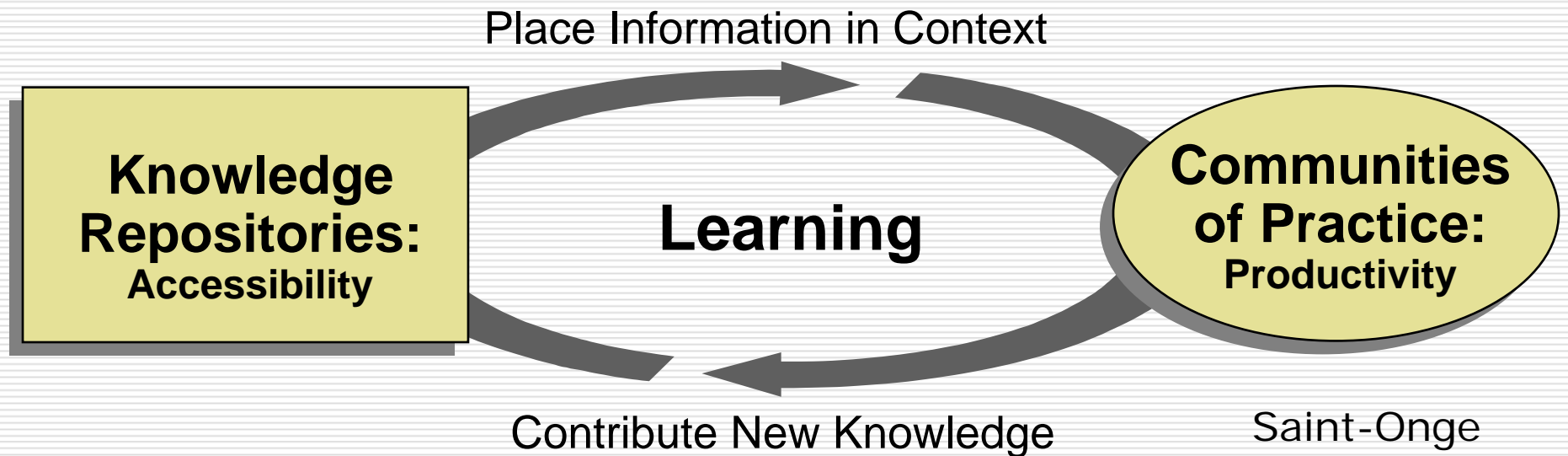"We're drowning in information, but starved for knowledge."

O'Dell and Grayson

Knowledge Architecture

Knowledge Access	Knowledge Exchange

Place Information in Context

Knowledge Repositories: Accessibility

Learning

Communities of Practice: Productivity

Contribute New Knowledge

Saint-Onge

Business Approaches to Serving the Base-of-the-Pyramid Markets

The world consists of about 6.2 billion people. The 4 billion consumers at the base-of-the-pyramid do not indulge in the kind of consumption to which most of marketing is directed. Their needs are more basic, including health care, education, and even food and clothing. Businesses, NGOs, Aid Agencies, and Governments all play a role in serving their needs. This course will consider the several challenges and opportunities in addressing this market.

- ▶ **Home**
- ▶ Country Datasets
- ▶ Articles
- ▶ Notes on Poverty
- ▶ Companies in the News
- ▶ Tools
- ▶ External Links
- ▶ Contact Baker Library

HBS Links

Course Platform

Global Poverty Seminar Site

HBS Social Enterprise

Collaboration

"… collaboration is not about debate or discussion – it is about dialogue."

- Dialogue
- Trust
- Common goals
- Empathy
- Openness
- Collaboration skills

Groff and Jones, 2003., p. 57-63
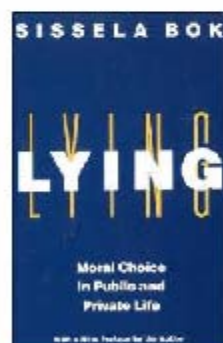
the encyclopaedia of informal education

search infed.org

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s t u v w y z

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SISSELA BOK

LYING

Moral Choice
in Public and
Private Life

new in the encyclopaedia: robert fullinwider - sissela bok on lying and moral choice in private and public life - an amplification

linnea m. anderson - "the playground of today is the republic of tomorrow": social reform and organized recreation in the usa, 1890-1930's

george goetschius, community development and detached youth work

updated: kenneth leech, st anne's soho and youth work

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BE PART OF A PUBLISHING REVOLUTION

Be an author of the first networked book on business. Together we will write the book on how the emergence of community and social networks will change the future rules of business. Collaborate with authors from MIT, Wharton, and thousands of professionals from around the world. See your name in print when the book is published next fall by Pearson Publishing. Meet your co-authors in March, 2007 in Las Vegas at the Community 2.0 event.

Learn More >
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Username: [   ]
Password: [   ]

Not Registered?   **Login >**
Forgot Password?

TAKE THE POLL

1. Which of the following business functions are most likely to be replaced by "community"?

Marketing (460)   45%
PR (358)   35%
Distribution (131)   13%
Operations (78)   8%

COMMUNITY NEWS

Community 2.0 Conference - We Are Smarter member discount! Meet fellow "We" community members at the Community 2.0 Conference, March 12-14, Las Vegas. Register here.

As a "We are Smarter" member you can take advantage of a **$500 discount** using priority code **ERQIH03** while registering.

READ THE BUZZ

People are talking about We Are Smarter!

We Are Smarter Than Me U.. 2/5/07
We Are Smarter Than Me - Using a Wiki t..
A Quick 30 Writing Tips fo.. 2/4/07
My friend, Dr. Hye Yoon Jung, from Flori..
A Wiki Novel 2/1/07
Penguins_wikinovel Back in November, Mer..

More Buzz>

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in Management   Wharton   PEARSON   MIT CENTER FOR COLLECTIVE INTELLIGENCE   Shared Insights

Form

Community Development Process Model
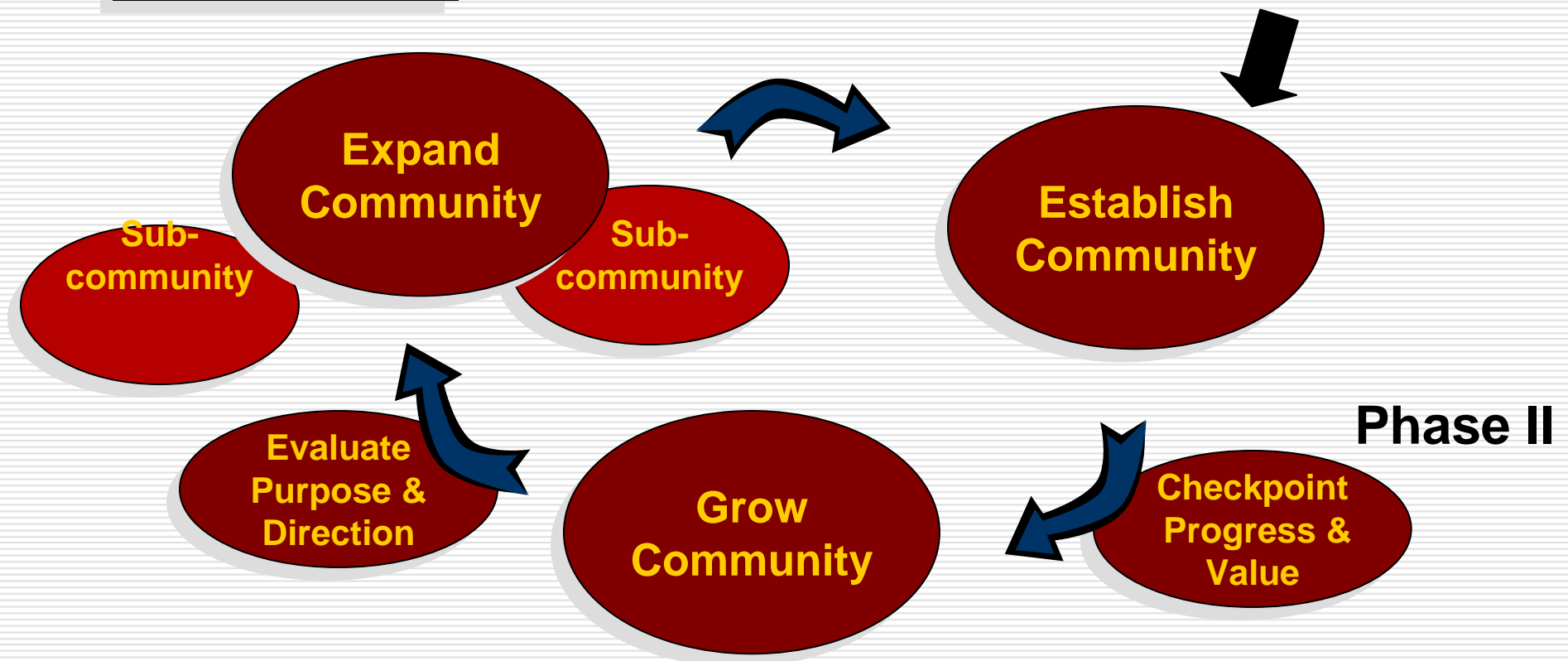
Agent Network

Empowered by
communispace
COMMUNITIES THAT WORK

CLARICA

PLACES: My Communities   All Communities   • ADMIN

home

PEOPLE
members
instant message
chat

ACTIVITIES
brainstorm
dialogue
voting & polling
insights & actions
journal

RESOURCES
search
references
gallery
bookstore
schedule
help

climate

Welcome Back **Deb!**

What's New

Since your last visit on 3/21/01 1:21:49 PM, the following activity has occured:

- 1 New **Dialogue** Contribution(s)

Latest References

Windows 2000 - the Impact to your business

Getting Connected

Assistants - Hiring Spouses

Financial Planning - A Comparison of Approaches

Banks vs. Clarica

post announcement

Announcements

Site Maintenance Scheduled
The Agent Network will not be available on Thurs., March 22nd from 5:00 to 11:00 pm EST for routine maintenance of the site.

The Agent Network Purpose Statement
The Agent Network's purpose is to develop and share our personal, professional and technical expertise, leading to innovative strategies and growth of our business.

Events

Dialogue
Online Session
3/19/01 - 4/16/01

Deb's $0.02

- Be clear on the value proposition from all perspectives
- Resource the community with people, content, and tools
- Remember who "owns" the community
- One size doesn't fit all
- Close counts; pilot approaches
- Technology as enabler, not driver
- And....