

#### **Communities of Practice**

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### <u>Overview</u>

- Systemic Issue Creating Barriers
- Overcoming Barriers
- Communities of Practice
- Virtual Teams



- Slow, Methodical Institutions vs.
- Rapid, Innovative Technology

# **Barriers Created**

- Driven by Diverging Factors
- Complicated to Reach Consensus

 Difficult to Develop Solutions for a World Increasingly Influenced by Technology

## **Overcoming Barriers**

### Entrepreneurial Attitude

- 1. Create Entrepreneurial Attitude in Tech Teams
- 2. Create an Appreciation of how to Employ Appropriate Technology
- Create Solutions to Match Organizations Current and Future Needs

### **Communities of Practice**

 Demand for Lively, Thriving Communities of Practice

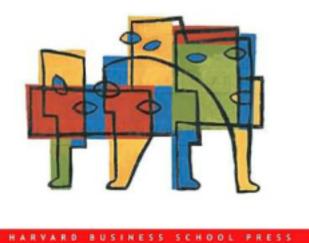
### Communities = Commitment

- 1. Protocols for Communicating
- 2. Different Modes and Manners of Communicating
- 3. The Roll of Local Leaders
- Inspire Passive Participants to Add Value to the Group Dynamics
- Challenge be not only Relevant but Essential

- Maximize Dialogue
- Empower Users
- Diverse Channels of Communication
  - 1. Dependant on time and location
  - 2. Dependent on time
  - 3. Independent on both time and location
  - 4. Synchronous and asynchronous tools



ETIENNE WENGER RICHARD McDERMOTT WILLIAM SNYDER



In Cultivating COPs Wenger, McDermott & Snyder argue that while communities form naturally, organizations need to become more proactive and systematic about developing and integrating them into their strategy.

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# **Romantic Metaphore**

- Seduction Stage Numerous possibilities
- Frequentation Growth, energy, discover value of COPs
- Perm Stage Cohesive rhythm
- Couple Life Resolve recurrent problems, create norms
- Aging The end and moving on



 Connectors Know many people put people in contact with each other. Also communicate 'creating word of mouth epidemics'.

- Mavens

   Accumulator of knowledge and differences between things.
   Enjoys sharing and teaching but not everyone will take the advice.
- Persuaders Salesmen

# Virtual Teams

- Are Communities of Practice a Virtual Team
- Team can't be on the Critical Path
- Opinions of who should be on the Team
  - 1. The Entrepreneur
  - 2. The Inestment Banker
  - 3. The Knowledge Manager

- What COPs are you part of ?
- What technology/tools are used ?
- Who is part of the community ?
- What sort of diversity ?
- Who else can we share with ?
- What concrete steps can we take to strenthen communities ?

# Summary