Building an Online Community of Practice

Tuesday 2:00-3:30 PM

Society for Technical Communication
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Sharing Corporate Knowledge Institute
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Managed Collaboration

Collaboration must be deliberately, coherently managed in order to achieve exemplary results! A disciplined approach to collaboration ensures clearly defined purpose and rapid adoption.

Collaboration and knowledge management processes to accompany a robust technology platform

Web-based platform to centralize and retain knowledge and expertise

Process

Connecting and Engaging:
- Teams
- Communities
- Colleagues
- Partners
- Customers
- Other Audiences
  who share a common goal or interest

Across:
- Time - asynchronously
- Locations
- Organizations
- Geographies
Principles of Managed Collaboration

- Alignment
- Process Visibility
- Collaboration Settings
- Tangible Results
Different Time (asynchronous)

Same Time (synchronous)

Same Place (in person)

Different Place (online)
Collaboration Settings

- Simultaneous communication?
- Consensus building?
- Complex group task?
- Urgency?
- Divergent problem solving?
Collaboration Settings

- Tasks or Activities?
- Media & Communication Technologies?
- Synchronous & Asynchronous Communications?
- Resource Allocation?
Online Collaboration Methodology

- Focus
- Find
- Pre-Launch
- Launch
- Grow, Nurture
- Evaluate, Adapt
Focus

- Establish a purpose
- Articulate the issue that drives the need for online collaboration
- Assess readiness
- Coordinate roles and activities
Find

- Locate good seed content
- Identify participants
- Understand participants' needs
Pre-Launch

- Plan online activities and milestones
- Align resources
- Select CommunityZen functions and features
- Promote the site
Launch

- Produce support materials
- Organize the site
- Deliver training and support
- Create knowledge assets
Grow, Nurture

- Encourage, enhance, and expand participation
- Optimize CommunityZero tools
- Evaluate success
- Create metrics

Evaluate, Adapt