



Communities of Practice Playbook | Collaboration and cooperation



Our research shows that the more a community creates something concrete together, the more engaged it is. This co-creation of a tangible community asset / qualitative deliverable requires effective coordination of different cooperation and collaboration processes. Engaging your community in delivering a concrete outcome implies carrying out effective collaboration, cooperation, coordination and co-creation practices and activities.

Collaboration is working together to create something new, a shared outcome, in support of a shared vision, shared goals or a shared purpose. The glue is the shared vision.

Cooperation happens when members and other stakeholders strategically choose to work separately on different aspects of one issue and share knowledge so that each party can accomplish their part in support of a shared outcome. Cooperation is important in networks where individuals exchange relevant knowledge in support of each other's goals, rather than a shared goal. Something new may be achieved as a result, but arises from the individual, not collective effort.

Make sure that the co-creation processes take place from beginning to end and that they lead to a concrete and shared outcome.



CO-CREATE
a qualitative deliverable

What content needs to be curated/synthesised/co-created?

What kind of expertise related to the practice do you need in order to co-create a community knowledge asset/products/deliverable?

What methods will you use to succeed in co-creating a community deliverable?

How do you make sure that the co-creation takes place from the beginning to the end and leads to a concrete and shared outcome?

What can you do for others and what can others do for you?

Based on the steps 1 to 5, fill in the roles and steps on Collaboration and cooperation (**Who, When, How**)
Define roles, steps, consultation/validation process. Apply the governance to co-creation. It is important that everyone knows what is expected from them.

Collaboration

Collaboration is working together to create something new, a shared outcome, in support of a shared vision, goal or purpose. The glue is the shared vision.

Cooperation happens when members and other stakeholders strategically choose to work separately on different aspects of one issue and they share knowledge so that each party can accomplish their part in support of a shared outcome.

Cooperation is important in networks where individuals exchange relevant knowledge in support of each other's goals, rather than a shared goal. Something new may be achieved as a result, but it arises from the individual, not from collective effort.

See more information on the community management visual board for synchronous/asynchronous co-creation and the convening visual board for how to convene around that co-creation.

Cooperation

How do you coordinate members' work towards delivering on the objectives agreed?

Check that this is in line with the governance structures you have come up with.

What are the processes and methods you need to put in place for coordination and a sustained action plan?

See the user experience visual board for the tools you may need for digital coordination.

COORDINATE
(members') work