

Communities of Practice Playbook | Governance



Governance is about how you work together and take decisions. In this section you will identify the community working practices and decision-making processes that fit best your community needs, purpose, and values. Make sure you co-create decision-making and working practices that structure your community experience and let you achieve your set vision. Governance defines your community operational model, which is made up of all of the processes, tools and ways of working and organising that meet members', leadership's and sponsorship's expectations and needs.

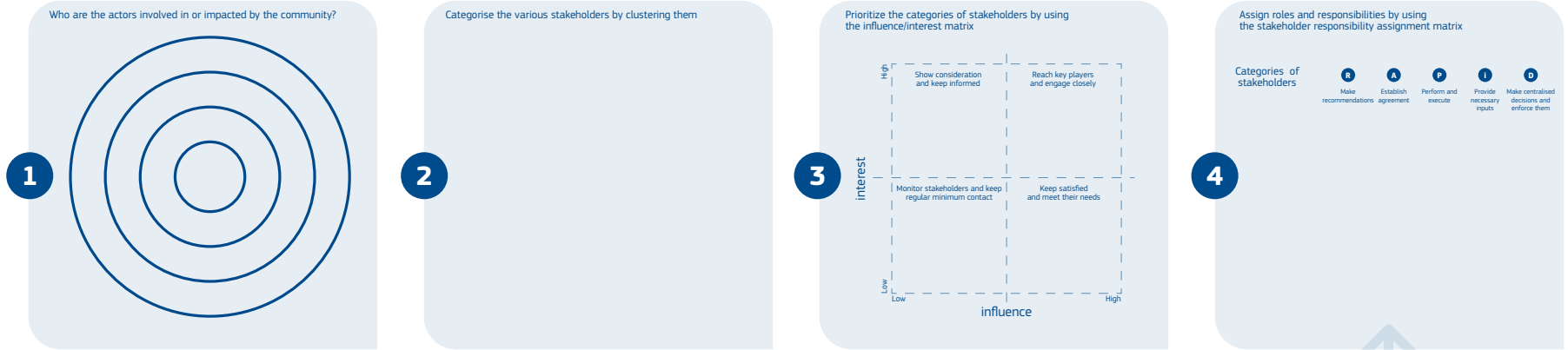
You will be further defining the community operational model when working to ensure a sound user experience for all community members and the community ecosystem. Governance includes defining your membership and the surrounding community ecosystem, mapping stakeholders and creating a risk-free environment, which stimulates learning and innovation. You will want to proactively steer engagement and get senior and middle management involved. Make sure you co-create structures and working procedures that lead to co-ownership and make sense with regards to your vision.



Stakeholder mapping

Do you know your (future) members' needs?

Challenge — Define and understand who your members are and what they need.



Governance

Once you have a clear overview of who your stakeholders are, you need to figure out how you will work together, take decisions and act on what you have decided together. Define the community's operation model. Does it fit the community's needs, purpose and values? What are the key elements you have put in place to build trust and guarantee a safe place?

Challenge: Design a governance structure that fits the community purpose, needs, values; that encourages taking initiative and provides, efficient ways to make the community work for all members and serves the organisation's goals. Spell out "how we take decisions"

