



Community purpose
Objectives



Vision

Communities of Practice Playbook | Vision

Your starting point should be the purpose or the mission of your community – why does your community exist? The community's purpose often comes from the organisation's leadership, corresponding to the organisation's business goals. It is normally predefined by the sponsor alone or by the sponsor with a group of people.

Once the sponsor sets the 'why', you will be co-creating the vision for the community with your sponsor, a preliminary core group and potential members.

When the vision has been formulated and aligned, you will be working on the strategy in support of delivering on the vision. At this stage, you will be working on high-level objectives.

Make sure you are always aligned with your leadership and business vision, guided by the purpose or raison d'être of your community and have a strategy with SMART high-level objectives to reach your vision.



MISSION



VISION



OBJECTIVES

STRATEGY

1

Define purpose, raison d'être

Why does the community exist?
What is the community's *raison d'être*?
Why will it matter for the organisation?

2

Identify challenges

What is the challenge that we want to address/the problem to solve?

Focus on your strengths

3

Discover

'Appreciate what is'

Identify what works well in the field/practice of the community, in the organisation and elsewhere
Here you are trying to identify the journey to define the vision

4

Dream

'Imagine what might be'

Envision the community's end goals and achievements
What do you aspire to achieve?

Make it concrete

5

Describe behaviours, habits, rituals

What are the steps, behaviours and rituals you envisage for delivering on the community vision? What is your long-term goal to reach?

6

Design

'Determine what should be'

Plan and prioritise these goals and achievements
Set and define five SMART high-level objectives

Bring it together

7

Deliver

'Create what will be'

What is your strategy to reach the community vision based on those objectives?
What deliverables will/should be created?
Describe your strategy journey and build a community charter around your community pitch and the SMART objectives



This links back to the measurement visual board

8

Pitch the community's value proposition

What does your community bring to the table and why is it important?

Create empathy | Set the scene

This is the point of orientation for the pitch audience, where your objective is to spark their empathy.

Build tension | Engage your audience

This is the point of surprise, intrigue and curiosity for the pitch audience. Your objective is to build tension by delivering an unexpected insight and opportunity.

Make your audience believe | Unveil the community value

This is where you unveil your solution, the community's value proposition, to your audience. Your objective is to build their belief in the value the community delivers.

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