

CoP design goals are different

FHBB
CIM-Zentrum Muttenz

- Design *of* a „human institution“ that is natural, spontaneous and self-directed
- Design *for* organic growth, *for* aliveness
- Not traditional design (specify, implement)
- Design to invite, evoke aliveness
- *Main Goal:* bring out the community's own internal direction, character and energy

➔ Requires a different set of design principles

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Source: Wenger et al. 2002 1

CoP design principles

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1. Design for evolution
2. Open a dialogue between inside and outside
3. Invite different levels of participation
4. Develop both public and private spaces
5. Focus on value
6. Combine familiarity and excitement
7. Create a rhythm

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Source: Wenger et al. 2002 2

Designing Distributed CoP

Additional effort due to specific difficulties:

- Achieve stakeholder alignment
- Create a structure that promotes both local variations and global connections
- Build a rhythm strong enough to maintain community visibility
- Develop the private space of the community more systematically

Defining Structure: Members Define Structure

- Why should we meet?
 - What topics are of interest?
 - What do people need? What can they share?
 - What is the objective/goal for the group?
- Who should be in the CoP?
- What roles are needed?
 - Co-leader? Distributed leadership?
 - Subgroup leaders?
 - Website content managers?

Defining Structure: Additional Elements

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- What events should happen?
 - F2F, teleconferences, videoconferences?
 - How often should they happen?
- What technologies, if any, are needed?
 - Is a repository, e.g., an eRoom, needed?
- Vision
 - If successful, what will this group accomplish/ contribute in the next year or two?

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Source: Doug Rush, 2002 5

Defining Structure: Ground Rules

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- Concentrate on how the group will work together
 - This is more about structure than about science
- Focus on discussing how the group will work together to maximize the benefit to members
- What's defined today will change
 - Don't have to get everything right the first time
 - Adapt structure as the group changes over time

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Source: Doug Rush, 2002 6