

# How to launch your community successfully

*Conceiving, planning, defining objectives, launching, growing, key factors for ensuring the success of internal communities*

## OBJECTIVES

Duration : 1 day

Developing an internal community is always a complex process, whatever the objectives are, e.g. community of practice, community of interest, collaborative project, etc., as a large series of strategic organizational and operational factors should be taken into account. Combination of good choices **maximizes the success chances of a community.**

This workshop aims at analysing in depth all the necessary preliminary questions prior to the launch of a community in order help participants take the right structuring and operational decisions with a full knowledge of the implications of their choices. Thus, they will acquire the key skills to cope with the launching and developing of their community, and maximize their chances for success.

## PARTICIPANTS

Community managers or sponsors of communities who need to understand the impact of every decision on the future functioning of the community and on its relationship with the rest of the organization.

For confidentiality reasons, this training is intra-companies only.

It can be delivered as an individual one-day coaching session, possibly followed by a continuous coaching process .

## FACULTY

The course leaders are all specialists affiliated to the Boostzone Institute:



**François Gassion**, Consultant in Strategy and Business Development, specialized in the implementation of new business and organizational models



**Luis Alberola**, HR Consultant , specialized in the implementation of Internal Social Networks



**Dominique Turcq**, founder of the Boostzone Research Institute , HEC, Doctor in corporate sociology, he is closely associated with several multinationals on their strategy formulation as it relates to the world of work. He supervises the programme's educational content



Understanding better the world of work for creating competitive advantages

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## PROGRAM

### Morning session 9:00 to 13:00

Work on the legitimacy and the meaning of the community

- Declaration of the participants' intentions regarding their community
- Analysis of the factual components of these communities: objectives, members, sponsors, dynamics, technologies...) according to the participants' objectives
- Work on the key factors of the planned community: values, "raison d'être", consistency, legitimacy, community managers' role, content, added value for the company, for the members, impact on internal power-plays, potential growth and its stakes

### Afternoon session 14:00 to 17:00

Work on practical and operational elements for the setting-up, from the launching to the day-to-day operation

- Understanding the stakes of launching a community and the symbolism attached to it
- Type of community dynamics and foreseeable evolution
- Dynamic processes: closure/opening, internal/external, virtual/real, work time/personal time
- Type of exchanges, how to keep them at a good level, definition of "community life"
- Tool for measurements and the nature of what should be measured
- Community's governance
- Adequacy of tools to hit objectives and the operational requirements
- Conclusion on key factors for success for year one and in a longer term

### Methodology

- Tools box directly applicable to the participants' specific problematic
- Theoretical and operational material about communities management and internal social network (as a supplement to « Butterfly »)
- Work on specific cases in connection with participants' needs

### Preparation

- Participants should have attended Butterfly training (one day)
- Prior to the training, they have to prepare a number of data along a check list in order to make the workshop more efficient (3 hours of preparation)

### Documents

- Participants are expected to do some preparatory reading in order to create a common knowledge basis (3 hours work)

## FEES & APPLICATION

**This program is intra-company only (Quotation on demand).**

It can be delivered in French, English, Spanish, other languages (special quotation)

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