



How to launch your community successfully

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

Objectives

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 factors of a community.**

This workshop aims at analyzing 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 launching and developing their community, and maximize their future successes.

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.

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.

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





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Program / 1 day - 7 hours

Morning session: 9am to 1pm

Work on the legitimacy and the meaning of the community

Participants will:

- Express their intentions regarding their community
- Analyse 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 2pm to 5pm

Work on practical and operational elements for the setting-up, from the launch to the day-to-day operations

- 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

- A tools box that is directly applicable to the participants' specific problematic
- Theoretical and operational material about communities management and internal social network
- Work on specific cases in connection with participants' needs

Preparation

Prior to the training, the participants will be requested to:

- Prepare data based on a check list in order to make the workshop more efficient
- to do some preparatory reading in order to create a common knowledge (3 hours work)

Fees & Registration

1 day: 950€ HT
1136,20€ TTC

Intra-company tariff
on demand

Boostzone is registered
as training organization
by the French
administration

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