



CoP Trumps

Introduction

CoP Trumps is a card game that can be used as a prompt when building, facilitating and measuring your Community of Practice.

The main premise behind CoP Trumps is to give you some suggestions of action to undertake that will assist the collaboration within your community.

The Trumps below are based on 6 theme areas that were identified as part of the Performance Improvement Benchmarking (River Diagram) that we are using for the Improvement and Development Agency led Communities.

You can find out more about the Performance Improvement Benchmarking from Chris Collison Website <http://www.chriscollison.com/pib.html>

The six themes identified are:

1. Planning
2. Clear Focus
3. Engagement and Communication
4. Active Facilitation
5. Managing Content
6. Measurable Outcomes

Each Card will cover an Action, Tool or Techniques that you can use with an estimate of between 1 to 10 on:

- Cost
- Learning Curve
- Knowledge Sharing
- Geek Factor
- Encourages Participation

Community Plan

Planning



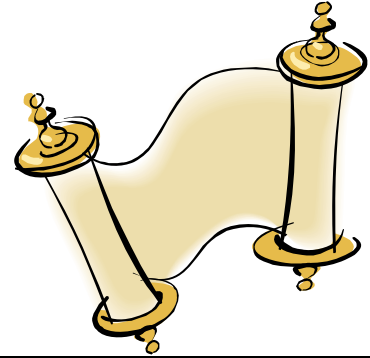
Cost	3
Learning Curve	3
Knowledge Sharing	7
Geek Factor	2
Encourages Participation	8

Consist of events, communications and day to day activities. That will spark community activity, attract members and increase participation.

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Community Charter

Planning



Cost	3
Learning Curve	3
Knowledge Sharing	5
Geek Factor	2
Encourages Participation	7

A written expression of the community's purpose, boundaries, membership criteria, sponsors, key roles, ways of working, special focus areas and measures of success.

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Community Purpose

Clear Focus



Cost	2
Learning Curve	2
Knowledge Sharing	8
Geek Factor	2
Encourages Participation	7

Describes why the community exists. It is short and designed to capture both hearts and minds and encourages ownership within the community.

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Welcome Statement

Clear Focus



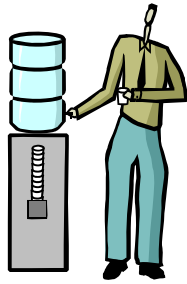
Cost	1
Learning Curve	1
Knowledge Sharing	8
Geek Factor	2
Encourages Participation	8

The welcome message is similar to the Community Purpose but will welcome members to the community and point them in the direction of key activities and things they need to know.

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Water Cooler

Engagement and Communication



Cost	1
Learning Curve	3
Knowledge Sharing	8
Geek Factor	4
Encourages Participation	8

Is a thread in the forum where members can introduce themselves and find out a little bit more about who is in the community? Think of it as an online Ice breaker

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Detailed Profile

Engagement and Communication



Cost	3
Learning Curve	3
Knowledge Sharing	7
Geek Factor	3
Encourages Participation	7

Profiles have a dual use – they help you let people know about your interests and experience, and help you find people that share similar interests to you.

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Invitations

Engagement and Communication



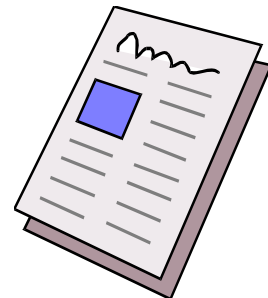
Cost	4
Learning Curve	3
Knowledge Sharing	5
Geek Factor	5
Encourages Participation	5

When kicking off the community or asking a new group of people use an email invite or Invite to join function. Don't forget to mention the purpose and the expectations of being a member.

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Newsletter

Engagement and Communication



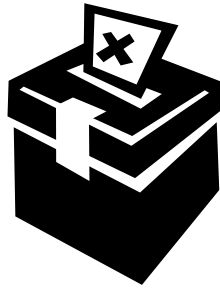
Cost	4
Learning Curve	4
Knowledge Sharing	5
Geek Factor	4
Encourages Participation	9

Is a regularly distributed publication generally about the main topic that are of interest to its member. And upcoming activities in the community

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Polls

Engagement and Communication



Cost	2
Learning Curve	3
Knowledge Sharing	2
Geek Factor	3
Encourages Participation	8

Snapshot questions, usually with choice of short answers, used to gauge general consensus, check temperature, or get a rough idea of how a group of people feel about an issue or idea.

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Photos

Engagement and Communication



Cost	3
Learning Curve	5
Knowledge Sharing	3
Geek Factor	5
Encourages Participation	6

Everyone likes photo's it's a great conversation point. Taking photo's at events and conference brings the community together by showing that members are real people and not just an image in the screen.

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Events

Engagement and Communication



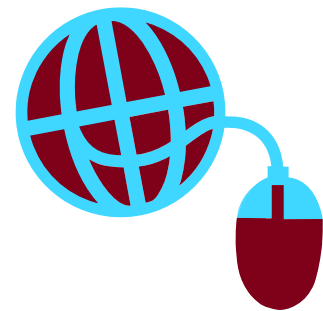
Cost	9
Learning Curve	6
Knowledge Sharing	10
Geek Factor	5
Encourages Participation	10

Snapshot questions, usually with choice of short answers, used to gauge general consensus, check temperature, or get a rough idea of how a group of people feel about an issue or idea.

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Online Conference

Engagement and Communication



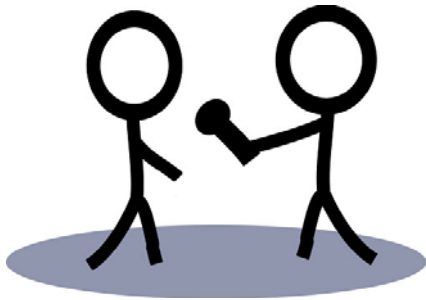
Cost	8
Learning Curve	9
Knowledge Sharing	10
Geek Factor	8
Encourages Participation	10

An online conference uses the Community of Practice as a conference venue. This means that participants can access the conference from anywhere in the world and can do this at any time.

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Interviews

Engagement and Communication



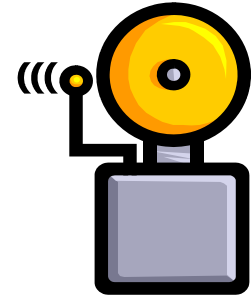
Cost	5
Learning Curve	6
Knowledge Sharing	6
Geek Factor	5
Encourages Participation	6

Are semi-structured and have a general theme that will be explored to elicit the knowledge and experience of the individual (s) to be shared with a wider audience. Be it in Audio, Video or Written

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Alerts

Active Facilitation



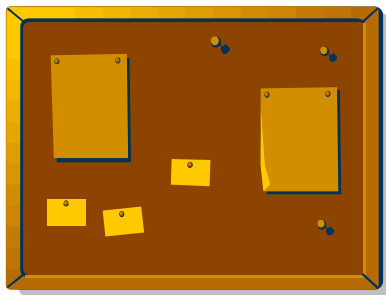
Cost	2
Learning Curve	4
Knowledge Sharing	7
Geek Factor	3
Encourages Participation	9

Email updates of the latest activity from your community, these can be set up as immediate, daily or weekly and will summarise updates across all the functions that the community uses; including forums, events, library, wikis and blogs.

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Notice Boards

Active Facilitation



Cost	3
Learning Curve	3
Knowledge Sharing	7
Geek Factor	3
Encourages Participation	7

Is a thread in the forum where members can introduce themselves and find out a little bit more about who is in the community? Think of it as an online Ice breaker

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Back channelling

Active Facilitation



Cost	7
Learning Curve	6
Knowledge Sharing	9
Geek Factor	2
Encourages Participation	9

It is the ability to contact members when appropriate, to encouraging group discussion, model behaviour and assist the members in getting answers to questions.

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Hotseats

Active Facilitation



Cost	7
Learning Curve	5
Knowledge Sharing	6
Geek Factor	5
Encourages Participation	8

Enables participants to ask the person in the hot seat (usually an expert in their field) questions, to which they can respond over a set period of time.

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Hot Topics

Active Facilitation



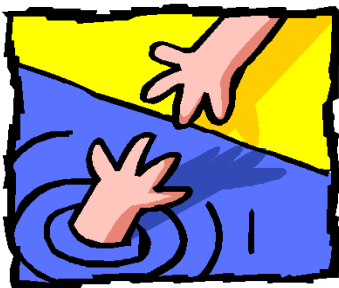
Cost	2
Learning Curve	2
Knowledge Sharing	8
Geek Factor	3
Encourages Participation	8

Discussions around a topic that is hot at the moment in time. It may involve a series of techniques such as a hotseat, a face to face event which are all linked together around a discussion for a time period.

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Peer Assists

Active Facilitation



Cost	7
Learning Curve	5
Knowledge Sharing	9
Geek Factor	4
Encourages Participation	9

A workshop or meeting designed to gain knowledge and insight from members of the community around a particular issue. With members sharing their experience and insights on the issue. And assisting the Peer in the resolution of the issue.

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Seeding

Active Facilitation



Cost	7
Learning Curve	3
Knowledge Sharing	7
Geek Factor	3
Encourages Participation	8

The community will need documentation and guidance for all aspects. Remember this will always be an ongoing process, but you should consider which aspects of your community are most important and need to be seeded.

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Feeding

Active Facilitation



Cost	7
Learning Curve	4
Knowledge Sharing	8
Geek Factor	2
Encourages Participation	8

If you do not feed the community with content, connection and a little bit of fun, they will stray and go else where, just like the cat in the picture.

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Marketplace

Active Facilitation



Cost	5
Learning Curve	5
Knowledge Sharing	9
Geek Factor	5
Encourages Participation	8

Could be seen as a 'dating service' for knowledge. It identifies what people know and what they need to know on a particular subject, and then connects them appropriately.

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Google Alerts

Managing Content



Cost	1
Learning Curve	4
Knowledge Sharing	5
Technical	5
Encourages Participation	6

Are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

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Google Reader

Managing Content



Cost	1
Learning Curve	6
Knowledge Sharing	5
Technical	6
Encourages Participation	5

Known as RSS ('Really Simple Syndication'), allow you to see when websites have added new content as soon as it's published, without having to visit the websites you have taken the feed from.

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Useful Resources

Managing Content



Cost	5
Learning Curve	5
Knowledge Sharing	8
Technical	5
Encourages Participation	6

Everyone needs to know where you get your information from by gathering a list of websites, books and articles that you use and asking others to build on this list of information

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FAQ's

Managing Content



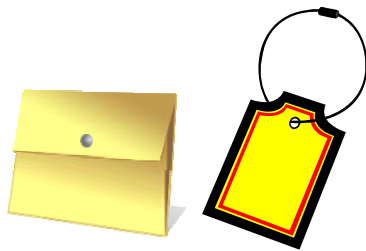
Cost	5
Learning Curve	5
Knowledge Sharing	8
Technical	5
Encourages Participation	6

Many new members to a community will gravitate towards a FAQ page to orient themselves. A good FAQ should answer almost all of the most common questions concerning the community.

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Themes and Tags

Managing Content



Cost	4
Learning Curve	4
Knowledge Sharing	4
Technical	4
Encourages Participation	4

Themes are bit like a folder structure by which content can be arranged. Tags complement this by adding keywords to content. You can see the key language being used in the community

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Blog

Managing Content



Cost	5
Learning Curve	5
Knowledge Sharing	6
Technical	5
Encourages Participation	6

Is an online journal reflecting the thoughts and activities of a community member. This form of web publishing has become an established communications tool, and is simple to create and use.

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Weeding

Managing Content



Cost	5
Learning Curve	4
Knowledge Sharing	4
Technical	4
Encourages Participation	4

Communities occasionally need weeding by the removal of dead posts old documents etc. But sometimes there are thing that you can do with the old material and re-use them.

Metrics

Measurable Outcomes



Cost	4
Learning Curve	5
Knowledge Sharing	4
Geek Factor	6
Encourages Participation	5

Is a type of measurement used to gauge some quantifiable component of the communities performance, e.g. members, document downloads etc. They can be used to monitor the communities' performance in terms of achieving its goals.

Articles & Case Studies

Measurable Outcomes



Cost	7
Learning Curve	6
Knowledge Sharing	7
Geek Factor	5
Encourages Participation	8

A tool used to present an in-depth write up examining and capturing a real-life situation from beginning to end. A chance to highlight to others what happened, why and how it happened and what was instrumental in shaping the outcome.

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Anecdotes & Stories

Measurable Outcomes



Cost	7
Learning Curve	8
Knowledge Sharing	8
Geek Factor	5
Encourages Participation	9

Something told or recounted in the form of a causally-linked set of events; accounts or tales. Storytelling is a connected series of happenings, whether true or fictional.

Satisfaction Surveys

Measurable Outcomes



Cost	5
Learning Curve	5
Knowledge Sharing	5
Geek Factor	5
Encourages Participation	6

A satisfaction survey is used to determine the fulfilment of members' desires, needs, and wants in relationship to the community.

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Benchmarking

Measurable Outcomes



Cost	8
Learning Curve	5
Knowledge Sharing	8
Geek Factor	5
Encourages Participation	8

Is the process of comparing the community and its performance metrics including cost, quality etc with other communities to learn from good practice and identify areas for improvement.

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Exit Strategies

Measurable Outcomes



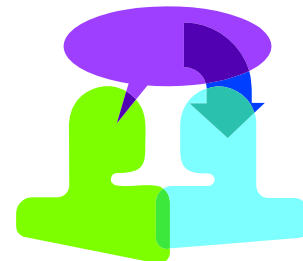
Cost	5
Learning Curve	8
Knowledge Sharing	4
Geek Factor	4
Encourages Participation	4

Is the close down of the community due to it reaching its objectives or life cycle. It may also be a hand over to members who wish to carry on with the theme area.

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Legacy

Measurable Outcomes



Cost	9
Learning Curve	5
Knowledge Sharing	8
Geek Factor	5
Encourages Participation	4

The legacy is what the community is remembered for or what it has produced that can be left behind in a format for others to use once the community has gone.

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