

Community of Practice

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Community of Practice

- Why community?
- What is a Community of Practice?
- How do they work?
- What is the ASQ connection?

Why community?

- Bringing people together creates an undefinable energy or ***Synergy***
- Organizational goal is to maintain resilience or ***Homeostasis***
- People in organizations have an ***Emergent*** intelligence that emerges through belonging to a community
- Leadership is based on ***Relationships***

Why community?

- Individuals seek community
 - Independence is a political construct
 - Independence does not explain the physical world around us
 - Need for relationship
- Evolution (of self or organizations) progresses from relationships
 - Cooperation stems from a recognition of the need for relationships

Why community?

- Systems form from coevolutionary processes to provide stability and protection
 - Individuals seek to support each other
 - Individual changes promote responses and movement from the system
 - New capacities develop
- Communities are, therefore, complex networks of individuals supporting each other

How do we take Private Knowledge Management (PKM) and leverage it to improve the Organizational Knowledge Management?

How does Knowledge exist in an organization or industry outside of the heads of individuals?

Mi community, su community!

Community of Practice from the Australian Government

- A Community of Practice (CoP) is:
 - A group of peers with a common sense of purpose who agree to work together to:
 - share information,
 - build knowledge,
 - develop expertise
 - solve problems
 - Characterized by
 - the willing participation of members
 - their ongoing interaction in developing a chosen area of practice

Community of Practice

from M. Wheatley, *Finding Our Way*

- Communities of Practice are learning forums where members:
 - Teach and learn from each other
 - Use each other as a sounding board for ideas
- Communities of practice may focus on
 - Problem solving,
 - Knowledge sharing
 - Innovation

Community of Practice

from M. Wheatley, *Finding Our Way*

- People learn best in a community
 - Engaging with each other
 - Everyone is both student and teacher, expert and apprentice
 - To share a rich exchange of experiences and learnings
- A CoP is an ongoing learning structure that is about sharing and evolving -- a collaboration

Community of Practice

- A CoP is a process of social learning that occurs when people who have a common interest in some subject or problem collaborate to share ideas, find solutions, and build innovations. (Wikipedia)
 - Concentrates on Innovations (is not a Problem Solving team)
 - Is an ongoing collaboration with a basic interest area for all members who may come and go depending on their interest/need

How does a CoP work?

➤ Forming a CoP

- Establish a robust business case aligned with organizational priorities and strategies
- Identify the potential membership needs
 - Need for knowledge and capacity building in the topic area
 - Willingness of potential members to support the CoP group
 - Level of knowledge of members relative to the topic area and willingness to share knowledge

How does a CoP work?

- Identify the potential membership
 - Create a scope statement for the CoP
 - Use the scope to invite potential members so they can self-select based on their interest and the relevance of the scope to them
- Identify the CoP member goals and group operating principles

How does a CoP work?

- Provide start-up support
 - Facilitation
 - Communication support
 - Meeting locations
 - Teleconferences
 - E-mail or web discussion groups
 - Web-based support tools
 - Leadership support to draw on organizational expertise as needed

How does a CoP work?

➤ Evaluation

- Continuing participation
- Meeting attendance
- Innovation products
- Implementation of innovative ideas into the organization and effectiveness

➤ Closing a CoP

- Scope is realized
- Members are no longer engaged
- No longer self-supporting

How does a CoP work?

➤ Closing out a CoP

- Obtain membership agreement to close the CoP
- Recognize group achievement
- Recognize individual achievement
- Formal notification to all members that the CoP has terminated

The ASQ Connection

- ASQ Living Communities Model - July 2004 to empower individual members
 - Communities of Practice
 - Networks
- Communities are intended to facilitate the exchange of:
 - Information
 - Knowledge
 - Best practices
- Establish a bond of common experiences and challenges

ASQ Networking Opportunities

- Economic Case for Quality Network - March 2005
- ANCOR Community Excellence Community - February 2006
- Sarbanes-Oxley (SOX) Network - 1994
- Baldrige for Education Network
- Baldrige for Healthcare Network
- Community Good Works Network
- Insurance Industry
- NQEC-Continue the Experience Network
- Six Sigma Conference Network

ASQ Networking Opportunities

➤ For more information go to:

- <http://www.asq.org/communities/>
- Links are available for all communities and networks
- ASQ members are eligible for membership in communities and networks of interest

ASQ asked some questions

ANCOR CoP September 2004

- Who is the audience? (think in terms of visitors to the website). Who are they? Providers, clients, business people, family members?
- What do you want them to do when they get to the website? (try to describe the experience you would want to have if you visited the site)
- How do you want to engage them?
- What about the site will make them want to come back?
- What is the name of the community?
- Suggested FAQ's i.e. "how do I find out more about XXXX,
- Suggested related links (links to other organizations, sites or related articles that may help the visitor)

“In a global knowledge economy—or a local knowledge ecology—information skills and social skills have to go hand-in-hand to make collaboration possible. Information management tools and knowledge and communication tools have to be integrated for us to be productive workers in teams and communities.” Steve Barth, *Three Thousand Communities of Practice*

How does a CoP work?

- Types of Communities of Practice:
 - Problem solving communities
 - Knowledge sharing communities
 - Better practice communities
 - Innovation communities
- CoP may exist:
 - Within a department
 - Within a company
 - Within an industry segment

References

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Thank you

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