



# Starting and Sustaining Communities of Practice

Communities of practice are one of the most powerful organisational structures available to connect people, access expertise, solve problems and create business value. But communities of practice are often fickle, and present paradoxical challenges in their design and management.

“Sensemaking is  
unrelentingly social.”

Karl E. Weick,  
*Sensemaking in Organizations*

This highly interactive full-day workshop is designed to help participants to design and foster sustainable communities of practice within their organisations, be they public sector, private enterprise or not-for-profit.

The workshop will address the creation of social structures that can take responsibility for fostering learning, developing skills and artefacts, and managing knowledge. It will help to understand how to balance the need for sustainable communities to have both autonomy and informality, and for the community to be structured to support organisational objectives.



## WHO SHOULD ATTEND?

The workshop is designed for those managers interested in using communities of practice to support organisational objectives, and for community members and leaders to gain insight into increasing participation levels and identifying barriers to growth, participation and the delivery of business value.

The workshop is relevant to both public and private sector organisations. The workshop will help participants understand organisational environments that support community activities, value their contributions, make time and other resources available for community activities, and remove barriers to their development.

Communities require support from a variety of roles. Any of the following types of people would benefit from attending this workshop:

- community leaders who want to promote, nurture and guide a community;
- executive sponsors who resource, advise and protect a community;
- community members who want to learn, connect and be part of something that matters;
- community support members who help create a productive and safe environment for community members.

## PRACTICAL AND HANDS-ON

More organisations are recognising the **need to enhance their social networks** and provide means for **people to connect** across the traditional organisational silos.

There is a growing understanding that learning is a social process and organisations wishing to enhance their knowledge resources must create conditions for effective learning.

In both cases communities of practice provide an effective approach to achieving these organisational outcomes.

In this workshop you will learn a range of techniques to **nurture and sustain communities of practice**. The workshop will make use of a **wide range of case studies**, many of them drawn from the direct experience of your facilitators as managers, community members, and leaders and consultants.





This highly interactive full-day workshop is designed to help participants to design and foster sustainable communities of practice within their organisations, be they public sector, private enterprise or not-for-profit.

**DURING THE WORKSHOP, YOU WILL LEARN HOW TO:**

- identify your community catalysts
- ignite interest and action
- assign community roles
- evaluate community effectiveness
- design for action
- apply technology effectively
- choose the right governance model
- attract members
- deal with a geographically dispersed membership
- deal with large numbers of members
- know when to close communities down or take them to another level.

At the end of the day you will be familiar with the key components of a **community of practice** and have **practical knowledge** of how to get them off the ground and keep them going.

**YOUR FACILITATORS**



**Shawn Callahan**

is an experienced community of practice founder, designer and agitator for community growth. He co-founded the ACT Knowledge Forum (actKM) in 1998 which now has over 1,000 members worldwide. He has

advised large private and public organisations on how to establish or enhance communities of practice. Shawn has recently had a book chapter published on the topic of communities of practice and has written numerous articles on the topic.



**Mark Schenk**

is the national convener of the actKM forum since 2003, and a member of the actKM executive since 1999. Mark has extensive experience as a community of practice leader as Knowledge Manager for SMS Consulting

Group, and more recently for Jacobs Sverdrup Australia, a large engineering professional services firm. The application of open space has also become an area of special interest, using this technique as a catalyst for CoP formation and renewal.

Shawn and Mark's views on communities of practice are posted frequently at [www.anecdote.com.au](http://www.anecdote.com.au).

### YOUR CHOICE OF LOCATION

Contact Anecdote for more information about these locations at [info@anecdote.com.au](mailto:info@anecdote.com.au)

Melbourne	Wednesday 19th April, 2006
Canberra	Thursday 20th April, 2006



### WORKSHOP DETAILS

Arrive 8:30am for 9am start. Finishes at 5pm.

The registration fee includes full documentation, morning tea, lunch and afternoon tea on the day.

Workshop numbers are strictly limited to 20 places, allocated as payments are received. Your registration is confirmed only after full payment has been received.



### EARLYBIRD DISCOUNT

Payments received before 31st March, 2006 will receive a 20% discount. The total EarlyBird fee for this workshop will be \$700.

### PLEASE NOTE

If cancellations are made 7–30 days before the event, a 20% cancellation fee will apply; if cancellations are received less than 7 days before the event, no refund is payable.

Cancellations must be received in writing.

You are welcome to provide a substitute if you are unable to attend.

Anecdote is not liable if circumstances outside our control force us to cancel or reschedule this event.

### REGISTRATION DETAILS

#### Starting and Sustaining Communities of Practice

**Melbourne** Wednesday 19th April, 2006     **Canberra** Thursday 20th April, 2006  
(We will send you workshop address and parking details closer to the date.)

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Special dietary requirements: \_\_\_\_\_

Enclosed is my fee of:

- \$700.00 EarlyBird** (includes GST) received by 31st March, 2006  
 **\$875.00** (includes GST) received after 31st March, 2006

I am paying by:

- Cheque (payable to Anecdote Pty Ltd)  
 Mastercard     Visa     Bankcard     Amex

Cardholder name: \_\_\_\_\_

Card no:

Card verification code (three digits, on back of card):

Expiry date: \_\_\_\_\_

Signature: \_\_\_\_\_



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