

Building Communities of Practice

CREATING AN INFORMATION MANAGEMENT MOVEMENT



Agenda



- ▶ **What's a Community of Practice?**
- ▶ How to Start a Community of Practice
- ▶ How to Support and Sustain Communities of Practice



What is a Community of Practice?

- ▶ “Communities of practice are groups of people who share a concern or a passion for something they do and learn how to do it better as they interact regularly.”

-- Etienne and Beverly Wenger-Trayner
Introduction to communities of practice, 2015




Examples of Communities of Practice

- ▶ AIIM!
 - ▶ (And other professional associations)
- ▶ Hobbyist groups
 - ▶ Video game support communities
- ▶ Technology user groups



Image sources: MMO Champion, WarcraftPets.com





Jesse Wilkins

6287

Contributions

29626

Points

My Communities Quick List

AIIM Company of Fellows...
40 members


Special Interest Group: Oil and Gas
48 members


Digital Ethics Group
40 members


CIPs Unite!
175 members

View all communities →

Followed Content

 Volunteer Notetakers Needed...






Advice on what to do in Atlanta, GA


David Robinson in AIIM Open Forum 12 days ago

Discussion

To Atlanta, GA members Hello. I'm presenting at the upcoming AI+IM Global Summit arriving in Atlanta 3/29/25 and looking for some local advice on how to best use the Saturday evening and Sunday before ... [show more](#)

 Recommend


5 Replies



Christopher Foley 1 day ago

⚡ Most Recent

Hi David, On my last visit to Atlanta, I took in the Coca-Cola Museum (great fun) and the Atlanta History Centre. Not sure what I will do this time. Anyway, looking forward to the AIIM Summit. Chris ... [view reply](#)




Volunteer Notetakers Needed for AI+IM Global Summit 2025!

Tori Liu in AIIM Open Forum 4 days ago


Discussion


Planning for the AI+IM Global Summit 2025 is well underway, and we need your help! We're looking for volunteers to assist with notetaking during our sessions and workshops. All notes will be used to create ... [show more](#)


 Recommend (1)


4 Replies


Quick Links


 [AIIM+ Pro: Training Courses](#)


 [Membership Self-Service Hub](#)


 [Meet AIIM Ambassadors](#)

 [AIIM+ Members-Only CIP Study Guide](#)

 [AIIM Main Website](#)

 [AI+IM Global Summit 2025](#)

 [Job Center](#)

 [AIIM Swag Shop](#)

Community Events List



MAR 25

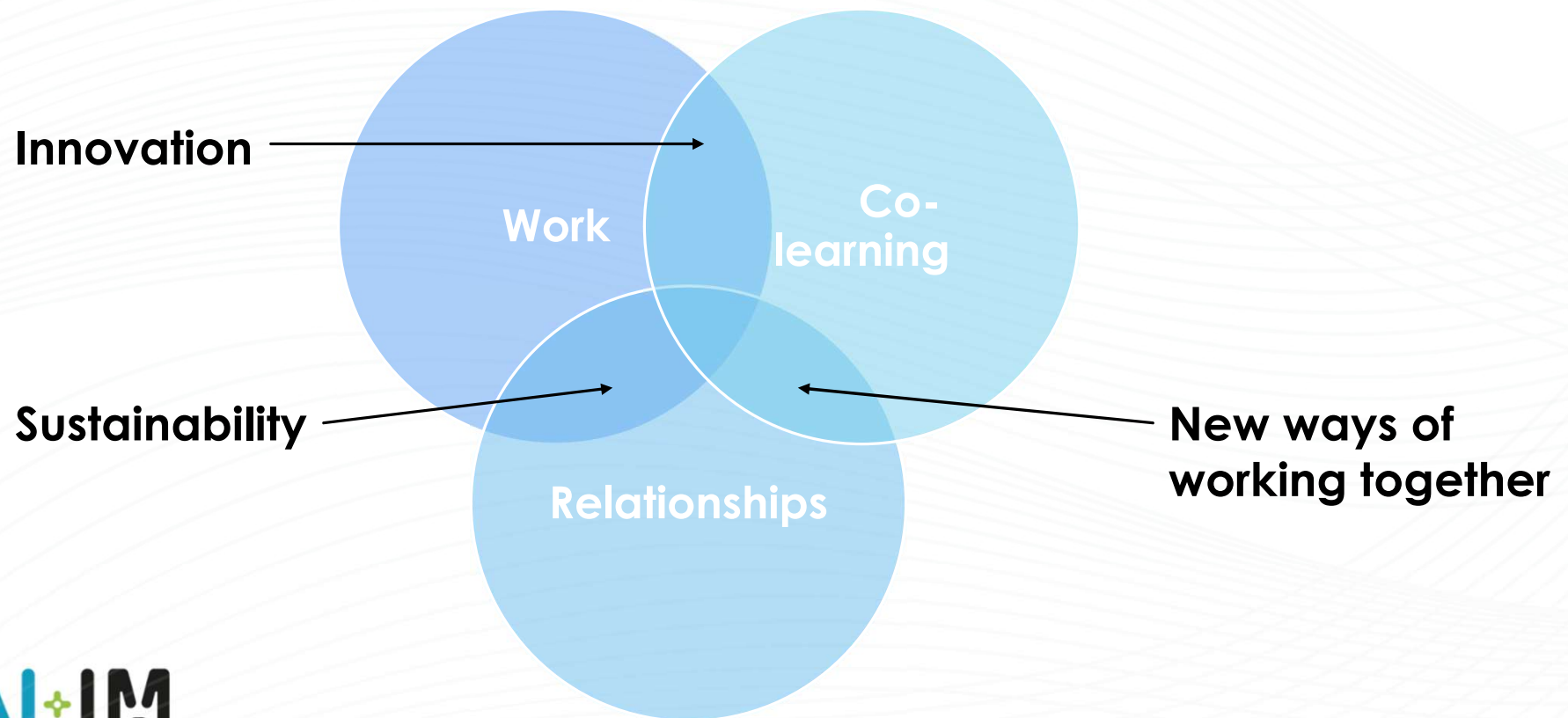
AIIM New Member Meet Up and Orientation

The Elements of a Community of Practice

- ▶ Domain: A shared interest
- ▶ Community: A group of individuals that fosters interaction, engagement, and relationships
- ▶ Practice: A shared set of resources, stories, tools, etc.



Another Model of Communities of Practice



Benefits of Communities of Practice

- ▶ Make tacit knowledge explicit
- ▶ Share lessons learned – and horror stories
- ▶ Decrease the learning curve for new employees
- ▶ Reduce rework and “reinventing the wheel”
- ▶ Spark new ideas and approaches
- ▶ Identify issues to be raised to the Center of Excellence or management



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Does a Community of Practice Already Exist?

- ▶ Informal communities of practice are very common
- ▶ Lunchtime or happy hour meetings
- ▶ Slack or Teams channels etc.





All channels

Create channel

 Search for channels

Clear

ais-compliance-by-design

✓ **Joined** · 110 members · This is the channel for the AIS Compliance-by-Design project, which aims to deliver a working prototype (proof-of-concept) of an AI S...

```
# auditwork
```

✓ **Joined** · 251 members · This channel is created for individuals and firms to connect to discuss collaborations, part-time or contract work and other ways to he...

```
# bokrepository
```

✓ **Joined** · 219 members · This is the group that will manage, design and normalize the Body of Knowledge repository

business-of-independent-audit-of-ai-system

✓ **Joined** · 83 members

concierge

✓ **Joined** · 865 members

conference

✓ **Joined** · 95 members · This channel is for planning all conference can workshop events for ForHumanity

It Starts with Management Support

- ▶ Support for the concept of a CoP
- ▶ Understanding of the need for a CoP for a particular domain
- ▶ Understanding of the need for ongoing support
- ▶ Gain management support by outlining the benefits!



Identify the Domain



- ▶ What is the area of focus?
- ▶ Is it so broad it needs sub-focuses?
- ▶ Are there established references and resources?



Identify Potential Community Members

- ▶ Who are the ideal participants?
- ▶ What issues and challenges are they trying to address?
- ▶ Who are the second-order participants?



Identify and Share the Benefits of Participation

- Why should community members join the CoP?
- The more benefits, and the more concrete and meaningful they are, the better



Identify Some Good Facilitators

- ▶ Domain expertise and enthusiasm
- ▶ Willingness to share
- ▶ Excellent communications and interpersonal skills
- ▶ Available!



Provide a Place

- ▶ Physical or digital
- ▶ Somewhere to store the references, capture the stories, save the recordings
- ▶ Place also means times



Early Adopters

- ▶ Create “seed content”
- ▶ Get familiar with the tool



Create Guardrails

The background image is a photograph of a long, multi-tiered concrete guardrail structure on a road. The guardrail is made of several horizontal concrete pipes supported by vertical posts, creating a series of parallel lines that recede into the distance. To the right of the guardrail is a road with a blue and white striped curb. In the background, a row of flags on poles is visible against a clear sky. The overall scene is brightly lit, with long shadows cast across the road.

- ▶ Acceptable usage terms
- ▶ Users' responsibility for their own contributions
- ▶ Suggested formatting for different types of content

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Continued Management Support

- ▶ Time
 - ▶ Logistics
 - ▶ Recognition
- ▶ Lighter touch + organic growth tends to be more successful



Create an Onboarding Process

- ▶ New members start connecting quickly
- ▶ New members access relevant information easily
- ▶ Help new members to learn the tool and the capabilities



Curate the Community

- ▶ The right people, for the right reasons
- ▶ Sharers, not hoarders
- ▶ Select for openness and honesty
- ▶ Judgement-free zone
- ▶ The value of lurkers



Encourage Continued Participation

- ▶ Schedule regular events
- ▶ Conduct polls and themed discussions
- ▶ Crowdsource development of resources

Review the Practices

- ▶ Identify and update or remove outdated content
- ▶ Reuse content where it makes sense to



Reuse the Content

- ▶ Turn videos into guidelines or checklists
- ▶ Turn guidelines and checklists into videos
- ▶ Create infographics

THERE ARE
CIPs
IN 55 COUNTRIES



1. Australia	20. India	39. Puerto Rico
2. Austria	21. Ireland	40. Qatar
3. Bahamas	22. Italy	41. Romania
4. Belgium	23. Jamaica	42. Russia
5. Brazil	24. Japan	43. Saudi Arabia
6. Canada	25. Lithuania	44. Scotland
7. Cayman Islands	26. Luxembourg	45. Singapore
8. Colombia	27. Malaysia	46. Slovenia
9. Croatia	28. Mexico	47. South Africa
10. Cyprus	29. Netherlands	48. Spain
11. Czech Republic	30. New Zealand	49. Sri Lanka
12. Finland	31. Nigeria	50. Sweden
13. France	32. Norway	51. Switzerland
14. Germany	33. Oman	52. Trinidad and Tobago
15. Ghana	34. Pakistan	53. Turkey
16. Great Britain	35. Panama	54. United Arab Emirates
17. Hong Kong	36. Peru	55. USA
18. Hungary	37. Philippines	
19. Iceland	38. Portugal	

Are you the next
Certified Information Professional?
www.aiim.org/certification

Image source: AIIM



Tweak the Menu and Schedule

- ▶ Determine what the right activities are
 - ▶ Problem solving and productivity-related activities
 - ▶ Bonding and relationship-building activities
- ▶ Determine (and tweak!) the frequency of scheduled activities





Questions?

Additional Resources

- ▶ Introduction to Communities of Practice
 - ▶ <https://www.wenger-trayner.com/introduction-to-communities-of-practice/>
- ▶ Creating Communities of Practice
 - ▶ <https://www.communityofpractice.ca/>
- ▶ Communities of Practice and Organizational Performance
 - ▶ https://www.researchgate.net/publication/270899705_Communities_of_Practice_and_Organizational_Performance



THANK YOU!

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