

Community Building

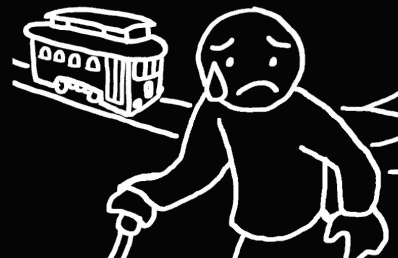
Initial Framework

Cam Wallace - 2025-06-12

Purpose of this deck

- Outline **key features** of a successful community
- Consider critical, structural **success factors**
- Explore **engagement motivations** and attrition drivers
- Develop a **framework** to ensure the above is addressed

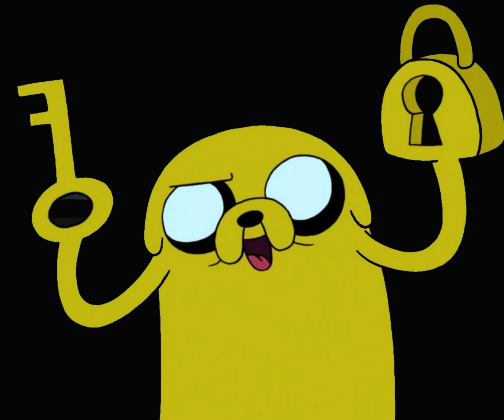
Community is an **engine for change**, first we need to build the **right engine** and need to know what **levers (assets & participants)** are available to pull.



Features, success factors & motivations

Key features

- **Shared goals & values** - consistent & well-defined
- **Strong relationships** - belonging, trust & mutual respect
- **Participation & empowerment** - contribution & ownership
- **Open communication** - clear & transparent
- **Leadership & support** - guidance & mentorship
- **Sustainability** - scalable & lean



Why do people join cults?

- Sense of **belonging**
- Search for **meaning**
- Development of **purpose**
- Sense of **personal competence**
- Charismatic **leadership**



Also:

~~vulnerability, lack of social support, isolation, coercion, fear, cognitive dissonance, low self-esteem~~



Motivations

- **Knowledge** acquisition
- Interpersonal **connections**
- Employment **opportunities**
- Collective **impact** & advocacy



Facilitated by:

Curated membership

Knowledge exchange

Data sharing

Innovation showcasing

Funding opportunities

Mentorship

X-Discp collaboration

Partnerships

Value-add - by profession

Researchers

- **Accelerate research**
 - Expertise access
 - Collaboration
 - Data sharing
 - Peer-review
- **Knowledge**
 - Up-to-date
 - Specialisation
 - Workshops & training
- **Recognition**
 - Showcasing
 - Influence field

Entrepreneurs

- **Networking**
 - Co-founders/talent
 - Strategic alliances
 - Mentorship
- **Market insight**
 - Feedback & validation
 - Understanding needs
 - Navigate challenges
- **Funding & investment**
 - Connections
 - Pitching
 - Grant information

General (other)

- Education
- Empowerment
- Community
- Advocacy

Investors

- Deal flow
- Due-diligence support
- Industry trends
- Networking

Policy / regulatory

- Informed decisions
- Stakeholder engagement
- Regulatory input



 **Priority targets**

Reasons for attrition

- **Lack of value & diminished ROI**
 - Irrelevant/stale content, generic networking
- **Lack of value clarity, evolution**
 - Stagnation of offering and failure to adapt
- **Lack of engagement**
 - Perceived inactivity, one-way comms, dominant voices
- **Time constraints & competing priorities**
 - Information overload, inconvenient timing
- **Social dynamics**
 - Toxicity, self-promotion, cliques, IP concerns
- **Platform issues**
 - Information friction, difficulty navigating
- **Community fatigue**
 - Redundancy or digital overload

How do we
combat each of
these in our
c(ommun)ity?



Frameworks

Values communication

Connections & Platform

Values /
principles

Leadership &
Management

Composition

Values & principles

- Are the current values, principles and mission statements properly defined?
- How can these be refined to facilitate top-down communication and stickiness within the community?

Leadership

- Who is the figurehead leader for the community (if any)?
- What qualities should the figurehead leader imbue?

Management

- How is the organisational management structured under this leadership?
- How can the community be segmented and ownership relegated to managing individuals?

Internal context - Trust, transparency, equality, cooperation

External context - PESTLE

Values communication

Connections & Platform

Composition

- Does the community composition currently address all requirements across:
 - Salespeople
 - Connectors
 - Mavens
- How can oversight of this composition be managed?
- How can an optimal composition be curated?

Composition

Salespeople

Connectors

Mavens

Activity

Person centred

Co-production

ABCD

Relationships, empowerment, mutual ownership

Activity

- How do we encourage:
 - a. Person-centred development
 - b. Co-production and cooperation of projects
 - c. Asset based community development
- Together the overlap of these three elements manifest in:
 - a. Relationships (a+b)
 - b. Empowerment (a+c)
 - c. Mutual ownership (b+c)

Internal context - Trust, transparency, equality, cooperation

External context - PESTLE

Values communication

Connections & Platform

Outputs

- What are the desired outputs for the community?
- How are these defined and tracked?
- How are these communicated and managed within the community?
- How are these moderated if they deviate from plan?

Stakeholders

- Which external stakeholders are commonly engaged?
- How are these relationships managed?
- How is community value-add articulated and communicated to stakeholders?

Aside - Funding

- *What value-add would attract external funding?*
- *How easily can desired outputs be aligned with external stakeholders for this purpose?*

Relationships, empowerment, mutual ownership

Outputs

Stakeholders

Internal context - Trust, transparency, equality, cooperation

External context - PESTLE

Values communication

Connections & Platform

Values /
principles

Values communication

- How are these communicated and threaded through the community?
- How is deviation from these values moderated?

Connections & Platform

- How is membership managed and defined?
- How are connections between community members initiated, facilitated and maintained?
- Which platform is used to maintain the community?

Internal context

- How are fundamental factors such as trust, transparency, equality and cooperation maintained within the community?

External context

- How does the community operate within its external context? Are all key influencing factors considered/capitalised/mitigated/controlled?
- How does the community remain adaptive to changes in its environment? Is it resilient?

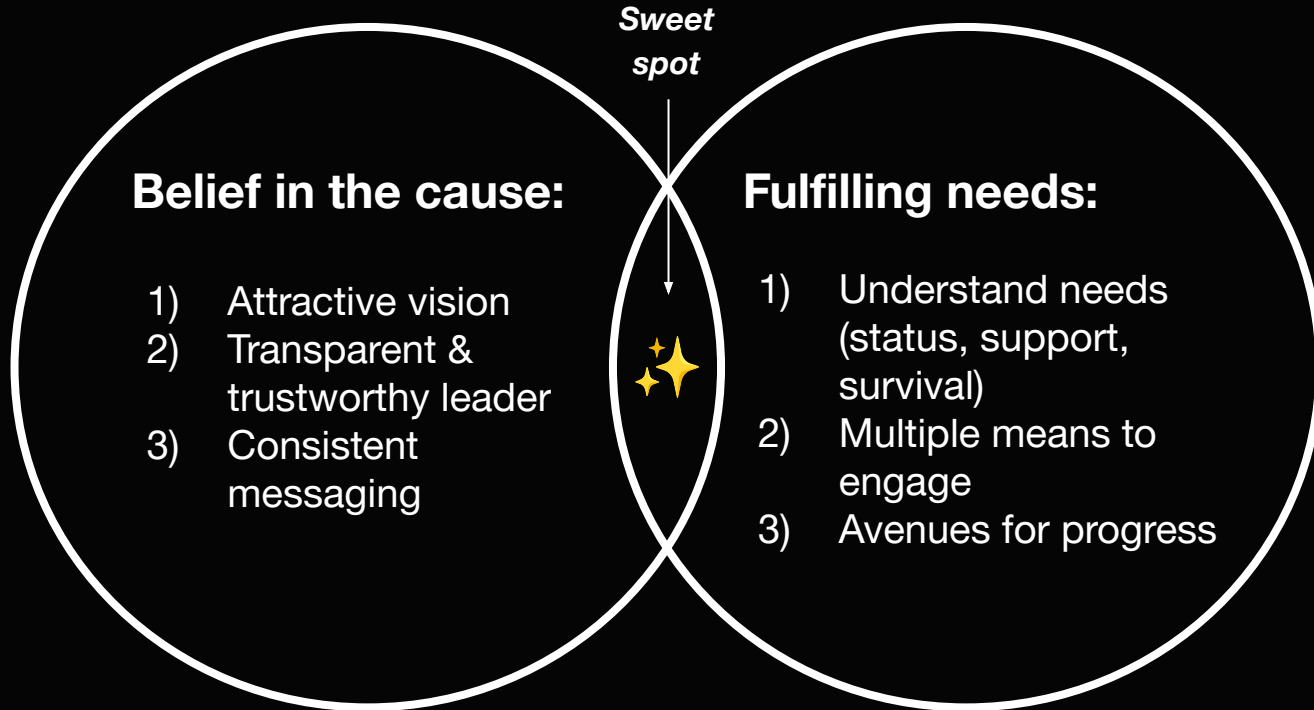
Stakeholders

Internal context - Trust, transparency, equality, cooperation

External context - PESTLE

Appendices

Motivations - Generating engagement



Values communication

Connections & Platform

Values /
principles

Leadership &
Management

Composition

Salespeople

Connectors

Mavens

Activity

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Co-production

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Outputs

Stakeholders

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Asset based community development (ABCD)

Social	Human	Public	Physical	Financial
<p>Who is in your networks? Key connectors, mavens, salespeople?</p>	<p>What do you know? What can you do? What are your values / passions?</p>	<p>What public services can you make available? Eg. institutions</p>	<p>What physical infrastructure do you have access to?</p>	<p>What finance / funding can you access?</p>