THE COMMUNITY DISCOVERY FRAMEWORK

Define Our Community Compass
Where is your community heading?

Align Community Activities

Chart the Course

What We Do
• How can community values be aligned to actions?
• How do you want your community to be remembered?
• How is this helping us towards our vision?

What We Don’t Do
• What conflicts with your community ethics?
• What language will you avoid?
• What goes against your community brand?

Discover Our People
• How will we define “our” people?
• How will we seek diversity?
• Where will we find them?

Map Their Activity
• What are people talking about?
• Who are your contributors?
• Who are your participants?
• Who are your explorers?
• Who are your builders?
• What do they care for?

Explore Conversations
• How will you keep in touch?
• What conversations will you hold?
• How will you take action?
• How are people having conversations?
• What will you do when you find these people?
• How will you get past the small talk?

Create Value
What can you create:
• together?
• that helps your company?
• that pulls more people in?
• that supports community journeys?
• that supports people?
• that is helpful?
• that is of value?
• that creates change?

Prepare for Launch

Assess Impact
• What problems do your people face?
• How can you start small with value creation?
• What investment are you willing to make?
• Can you envision serving your people for the long term?
• How can you justify a need for this community?

What can you create:
• together?
• that helps your company?
• that pulls more people in?
• that supports community journeys?
• that supports people?
• that is helpful?
• that is of value?
• that creates change?

Will people listen?
• What gaps exist?
• What do your people care for?
• What opportunities are there for community activity creation?
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What We Don't Do
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Map the Terrain
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