

Leadership

Community leaders are involved in the start-up and growth of the community, and in developing and maintaining the community processes. Community leaders often report to a community sponsor. They may provide strategic guidance to a community manager in taking decisions, putting conditions in place, identifying and animating strategic conversations to be had, and ensuring that the results of community discussions inform the policy and programming processes of the practice.

Maturity levels

Reactive

The community is led by one or two people who are making all the decisions, regardless of whether they're supposed to be doing so. Or, there are no leaders whatsoever.

Emergent

There is an informal group of people who provide leadership and guidance to the community management in shaping the content of the community and bringing in new members.

Engaged

Shared decision-making occurs between sponsor, leader, community manager and community members.

Activist

There are many leaders in the community and they are recognized inside and outside the community (in the wider practice) for their work and contributions.

Primary activities

- ✓ Actively identify entry points for meaningful discussions to inform policy and programming processes, colleagues who can meaningfully contribute, and sponsors who may take the results forward.
- ✓ Co-facilitate discussions with the community manager.
- ✓ Maintain visibility with the management team about the importance of the community.
- ✓ Look for opportunities to highlight specific successes in your community.