

COMMUNITIES OF PRACTICE

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ON THE AGENDA TODAY

LET'S TALK ABOUT COMMUNITIES OF PRACTICE

- A quick story...
- What is a Community of Practice?
- Why bother with Communities of Practice?
- What works and what doesn't?
- How do we maximize our chances of success?
- What is Digital Isle of Man doing?
- What can I do?

MY NEW 2003 ADVENTURE

MAPLE LANE INTERACTIVE, A COMPUTER GAME COMPANY WITH A DIFFERENCE...

- Develop our own IP
- Sell with a freemium model via download
- Revenue from with sponsorship/placement
- Do it bootstrapped, no outside funding

- Made every mistake in the book!
- Found little support in the community



IGDA TO THE RESCUE



WHAT DID I GET FROM MY FIRST CONSCIOUS EXPERIENCE WITH A COMMUNITY OF PRACTICE?

- Technical help
- Relationships & hires
- Good personal advice
- A social outlet
- Free therapy

WHAT IS A COMMUNITY OF PRACTICE?

A COMMUNITY OF PRACTICE IS:

A group of people with an affinity for one or more common interests, who cooperate formally or informally for mutual benefit

Meetups

Special Interest Groups

Study Groups

Support Groups

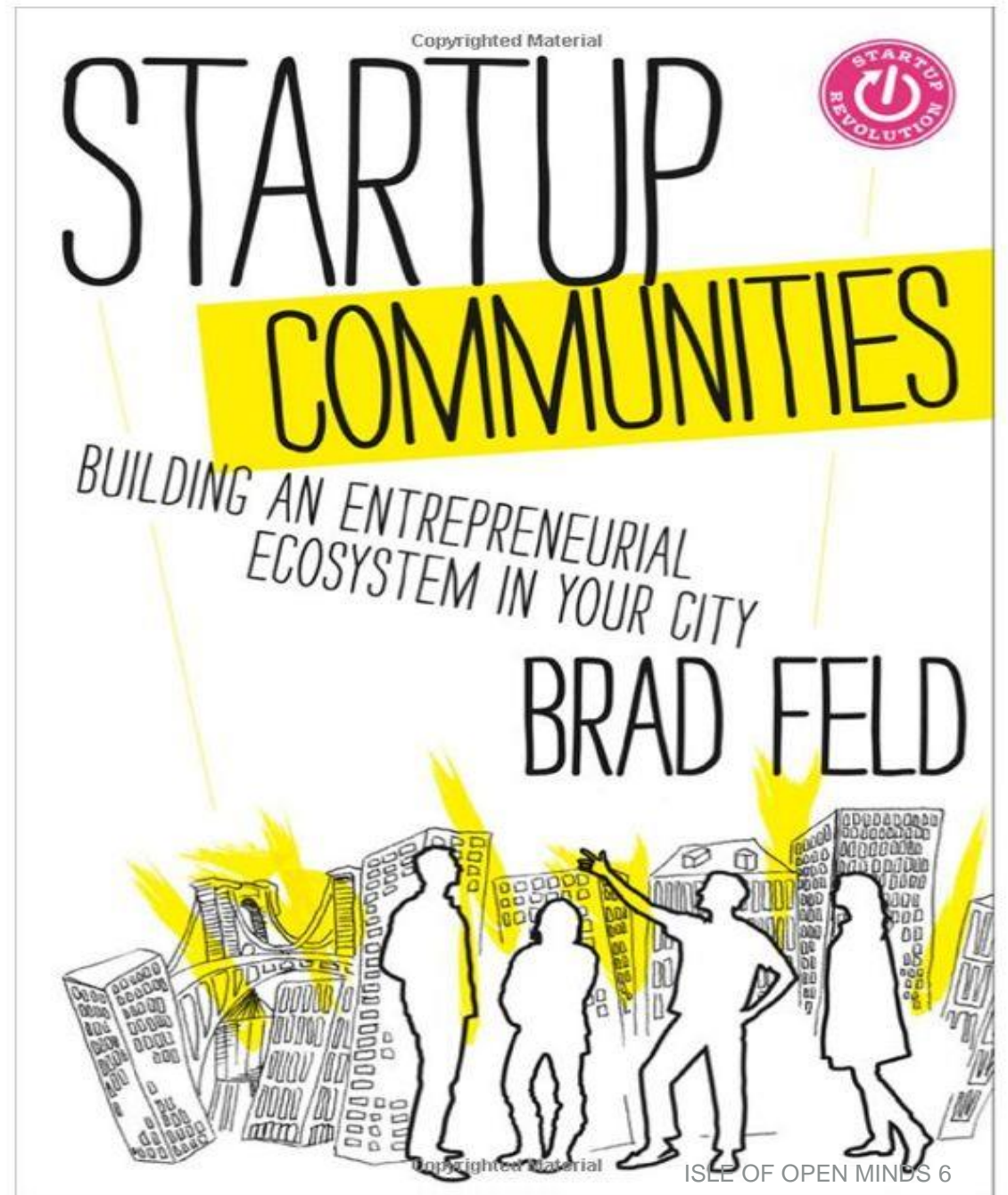
Advocacy Groups

Incubators

WHAT SHOULD I EXPECT...?

...AS AN INDIVIDUAL FROM A
WELL-FUNCTIONING COP:

- Connection
- Support
- Collaboration
- Shared Learning
- Empowerment





THE COLLECTIVE BENEFITS

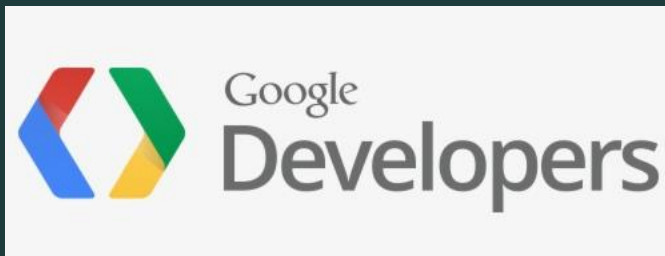
AS A COMMUNITY WHAT SHOULD WE EXPECT?

- Cultural & Social Impact
- Economic Benefits

APPLIED TO THE ISLE OF MAN SPECIFICALLY...

- **SHARED LEARNING – LEVERAGING THE RESOURCES WE HAVE**
- **MUTUAL SUPPORT – LEVERAGING OUR UNIQUE CULTURE**
- **EXPANDED OPPORTUNITIES – CREATING MORE LOCAL BENEFIT**
- **ENRICHED COMMUNITY – CREATING A “BIGGER MARKET” FEEL**

EXAMPLES OF SUCCESSFUL COMMUNITIES...



WHAT TYPES OF COMMUNITIES HAVE SUCCEEDED?

Areas of Technology



Stages of Business



Job Functions



Industries/Horizontals



HOW TO DO COMMUNITIES OF PRACTICE WRONG!

- OPERATED BY GOVERNMENT
- SOMEBODY'S "JOB"
- TOO MUCH "BUSINESS DEVELOPMENT"
- MEASURED BY IMMEDIATE ECONOMICS
- DONE *FOR* GOVERNMENT OR BUSINESS

...AND HOW TO DO IT RIGHT!

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- **DRIVEN BY AND FOR INDIVIDUALS**
 - **LEVERAGE SOMEONE'S PASSION**
 - **SUPPORTED BY GOVERNMENT AND ENTERPRISES**
 - **ALLOWED TO ORGANICALLY SUCCEED OR FAIL**

WHAT CONDITIONS PROMOTE SUCCESS?

- **SUFFICIENT AWARENESS**
- **COMMITTED VOLUNTEER LEADERSHIP**
- **A LONG TERM OUTLOOK**
- **AN ACCEPTANCE OF FAILURE**

THINGS NOT TO WORRY ABOUT (IMHO):

- **BUSINESS AND PERSONAL COMPETITION**
- **FAILURE OF SOME COMMUNITIES OF PRACTICE**
- **100% TURNOVER OVER TIME**
- **REDUCED INVOLVEMENT OF GOVERNMENT**

WHAT IS DIGITAL ISLE OF MAN DOING TO SUPPORT COP'S?

- **Initiating** – actively working to encourage the formulation of new Communities of Practice
- **Support** – providing initial resources (space & administration) to encourage new CoP's
- **Seeking Leadership** – working to identify and engage passionate leaders

WHY SHOULD PARTICIPATE?

BECAUSE IT'S IN YOUR INTEREST!

- Gain Knowledge
- Expand Capabilities
- Enhance Qualifications
- Build Relationships
- Make Contribution
- Advance our Community



WHAT CAN I DO?

- **LEAD!** – DRIVE A COMMUNITY OF PRACTICE
- **SUPPORT!** – VOLUNTEER FOR A COMMUNITY
- **PARTICIPATE!** – ENGAGE BY SHOWING UP

THANK YOU

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ISLE OF
OPEN MINDS

