

Change

What should **change** because of the community?

Eg. 'More collaboration on education reform' or 'Decrease of support costs'

Think about...

- What is your unchangeable **context**?
- What are **current** behaviour, trends or opinions that should change?
- What **challenge** is your organization facing?
- What is your **call to action** to members?
- What **charts** should show upward trends?

Culture

What behaviour, ideas and people shape your community's **culture**?

Eg. 'Forward thinking entrepreneurial changemakers' or 'Developers looking for new career opportunities'

Think about...

- What do members have in **common**? Location? Age? Profession?
- What is the result of new **connections** between your members?
- What are **characteristics** of your members? Are they open-minded? Creative?

Content

What kind of **content** will be shared in the community?

Eg. 'Successful Projects to learn from', 'Business opportunities' or 'Knowledge and inspiration'

Think about...

- What will **conversations** be about?
- What content can be **created** by your organization or partners?
- What should be **contributed** or published by the members?
- What third party content can be curated and shared in the community?

Challenges

What **challenges** need to be faced when building your community?

Eg. 'Members are protective of ideas' or 'Lack of interest from organisation'

Think about...

- What **concerns** have already been made by stakeholders?
- What **competitors** are there in your space?
- What can cause **churn** (members leaving)?

Capabilities

What are your **capabilities** that will make this community a success?

Eg. 'Existing audience of passionate people' or 'Expertise on topic'

Think about...

- Which smart **collaborations** can be made with partners?
- What **channels** can be used to promote the community?
- What are the **competences** of your team?
- What resources are available at your **company** or organization?

Control

How will you **control** and manage the community?

Eg. 'Closed community with payed memberships' or 'Low barrier sign up'

Think about...

- Will your community be **closed**? Should content be publicly accessible?
- What **conditions** are there for joining?
- Are **commercial** activities allowed?
- How much **contact** are you seeking with members?
- Are there **costs** for companies or individuals to join?