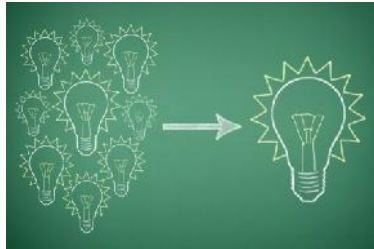


KM Concepts: Communities of Practice [Part 2] (9 in a series)



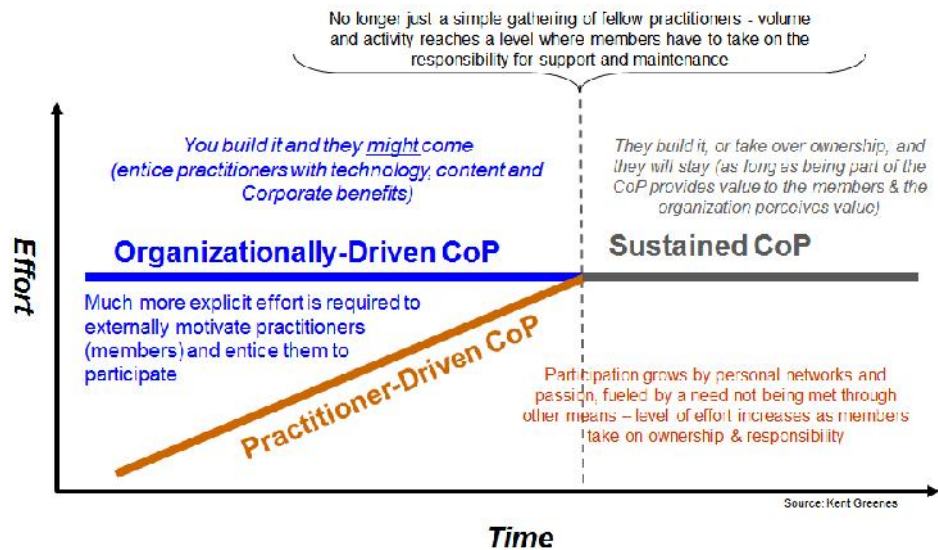
Let’s briefly discuss two types of CoPs: **Practitioner Driven** and **Organizationally Driven**.

Practitioner driven CoPs evolve from and are initiated from the practitioner level upward and outward. They can form around a shared context because a group of peers or practitioners elect to collaborate to share knowledge and experience about what they do or to solve a problem they face together.

Organizationally driven CoPs are initiated and will evolve from the senior leadership in the organization based on a compelling organizational reason for them to exist. They are often associated with a broader agenda and with fulfilling the purpose and intent of the organization’s strategic plan or long range objectives.

The case for setting up and initiating an organizational CoP has to be strong enough that it will still be compelling and continue to be funded and sustained even if overall resources become scarce. If a CoP does not fulfill a real need for the organization, potential members will not be engaged, sponsorship will be short-lived, and you will need to ask why you did it in the first place. The figure above reflects the conceptual difference in “effort over time” between practitioner-driven CoPs and organizationally-driven CoPs.

Standing up CoPs requires a different level of initial effort to establish and to create the demand necessary for CoP success – perhaps more for an organizationally driven CoP and perhaps less for a practitioner driven CoP.



For both types, as they mature, they require members to take on greater responsibilities to continue to deliver value and to assure their continued existence and viability.

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Next: Knowledge Assets