



UNWRAPPING THE COMMUNITY MANAGER



The Art of Community



COMMUNITY LEADERSHIP SUMMIT

July 17-18th, 2010 • Portland, Oregon

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COMMUNITY

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j o n o b a c o n

COMMUNITY

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COMMUNITY M A N A G E R

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?

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MARKETING v. ENGINEERING

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what is the business value?

· o n e ·

POSITIVE MINDSHARE

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· t w o ·

CONTEXTUALLY CAPABLE

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· t h r e e ·

THE ABILITY TO DO

read/write

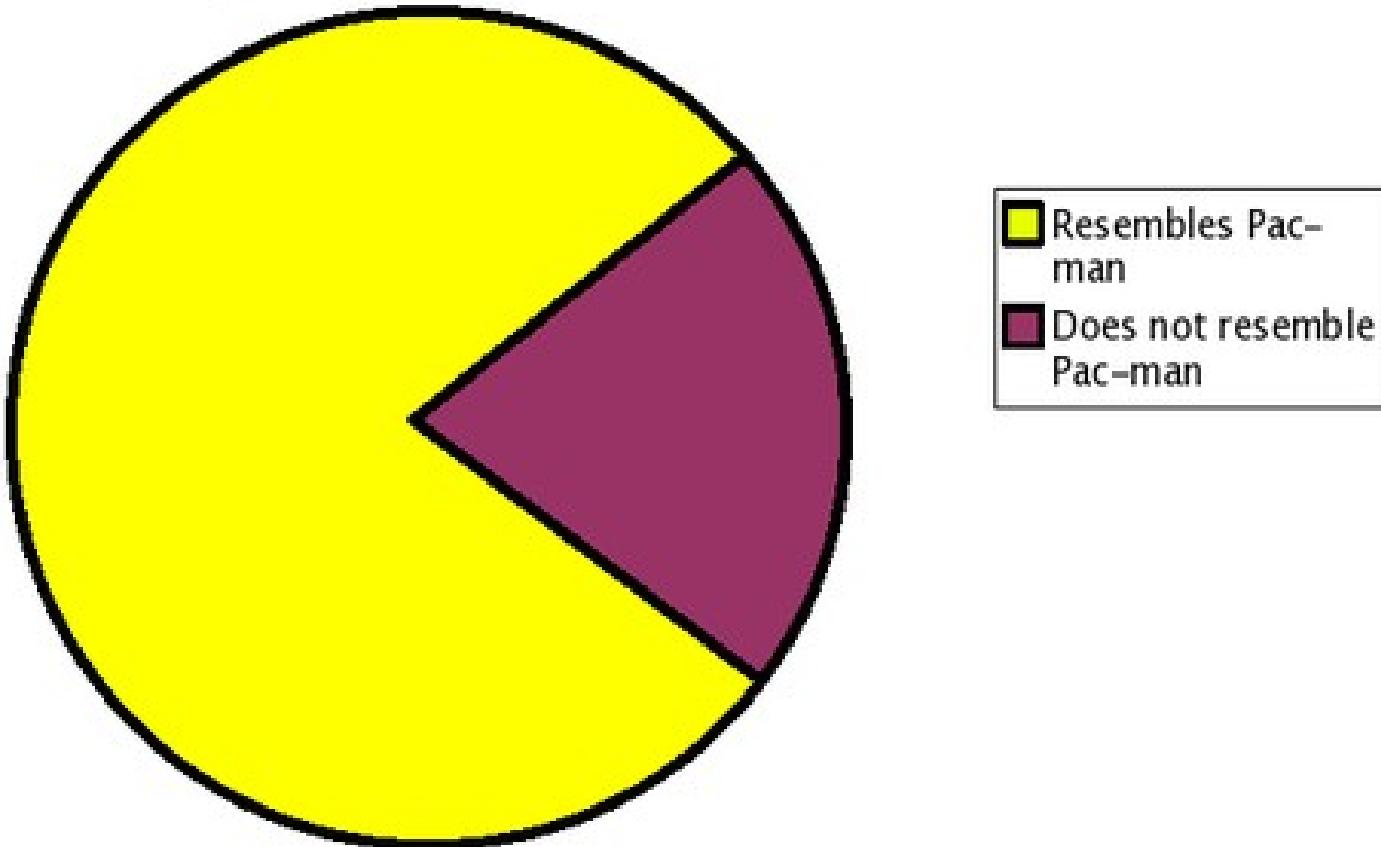


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Percentage of Chart Which Resembles Pac-man



 **DEVELOPERS**
300+

 **FORUMS MEMBERS**
1,000,000+

 **TRANSLATIONS**
70+

 **WIKI PAGES**
35,000+

 **REGIONAL TEAMS**
220+

 **FACEBOOK FANS**
118,000+

 **TEAMS**
330+

 **EST. USERS**
12 Million+

**GROWTH
METRICS
REPORTING
CONFLICT
EFFICIENCY
BUZZ**

**STRATEGY
TRANSPARENCY
PROCESSES
GOVERNANCE
CONDUCT
EVENTS**

Community is fundamentally an interdependent human system given form by the conversation it holds with itself.

PETER BLOCH

EFFECTIVE TEAMS

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SENSEOFPURPOSE

ONE BRICK IN THE WALL

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THE MECHANICS OF COMMUNITY

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THE MECHANICS OF COMMUNITY

① communication

THE MECHANICS OF COMMUNITY

- ① communication
- ② **structure**

THE MECHANICS OF COMMUNITY

- ① communication
- ② structure
- ③ collaboration

THE MECHANICS OF COMMUNITY

- ① communication
- ② structure
- ③ collaboration
- ④ environment

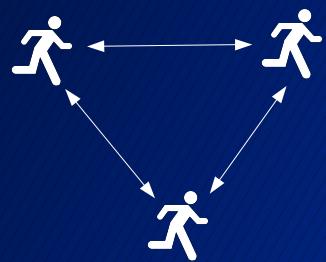
I LOVE IT WHEN A PLAN
COMES TOGETHER.

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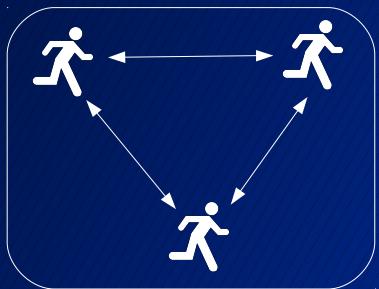
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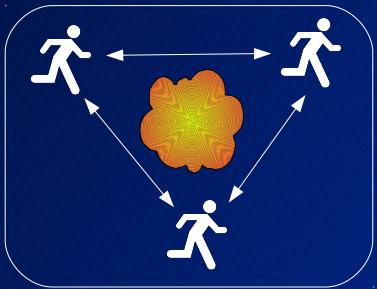
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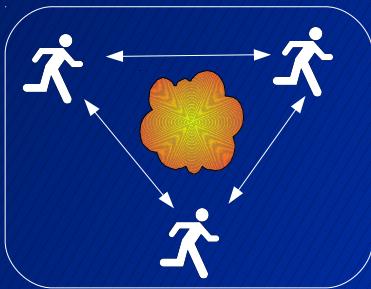
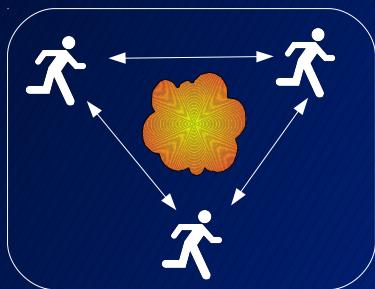
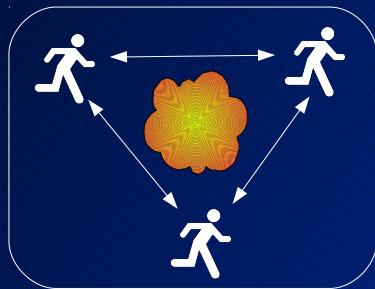
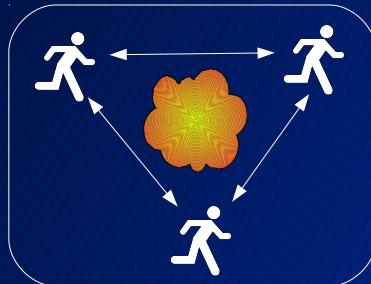
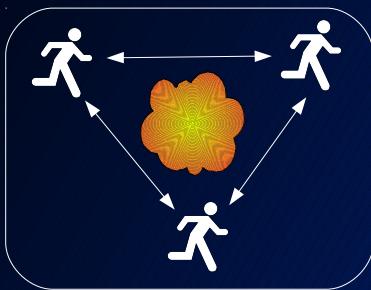
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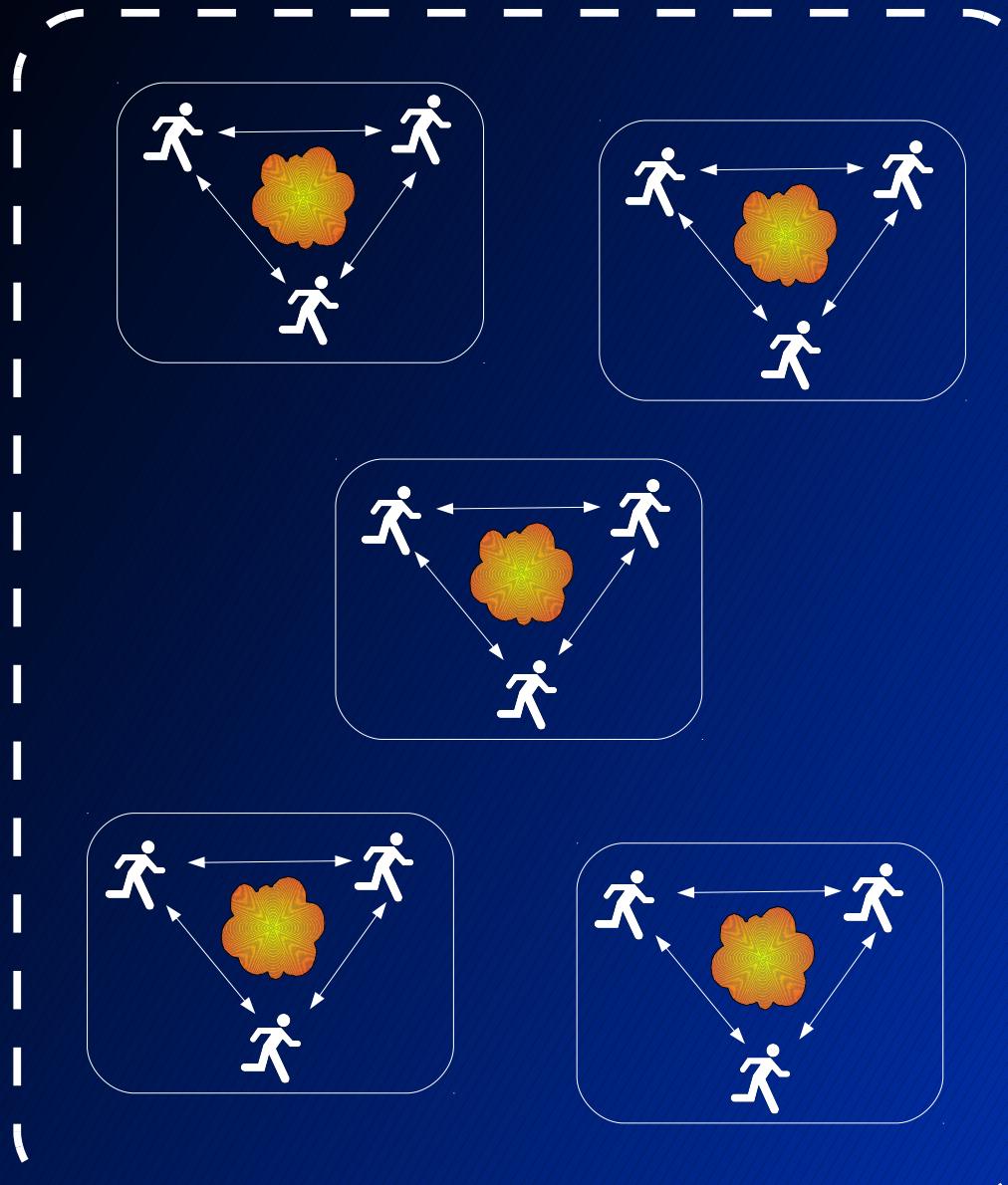
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- ② structure
- ③ **collaboration**
- ④ environment

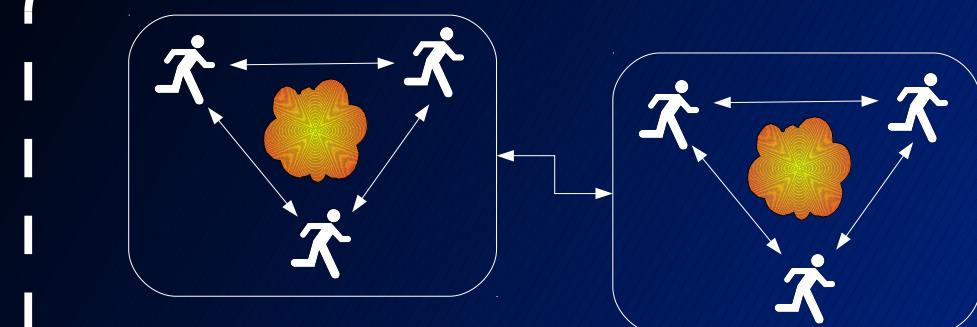


- ① **communication**
- ② **structure**
- ③ **collaboration**
- ④ **environment**

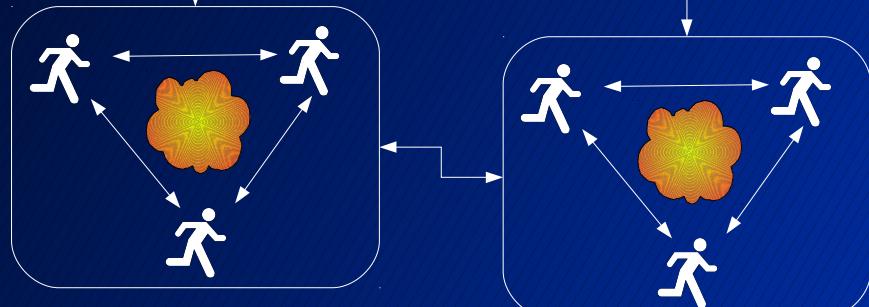
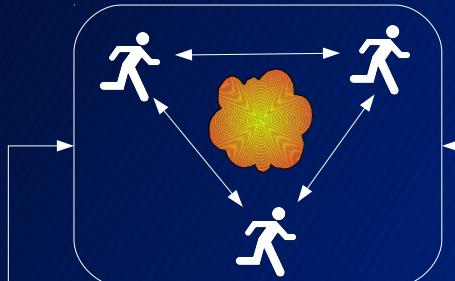


- ① communication
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- ① communication
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UBIQUITY

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A shift in thinking and actions
of citizens is more vital than a
shift of thinking and actions of
institutions and formal leaders.

EFFECTIVE MANAGEMENT

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DON'T OVER TRAVEL

DEFINE GROWTH OPPORTUNITIES

FOCUS ON PRACTICAL GOALS



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Q+A



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