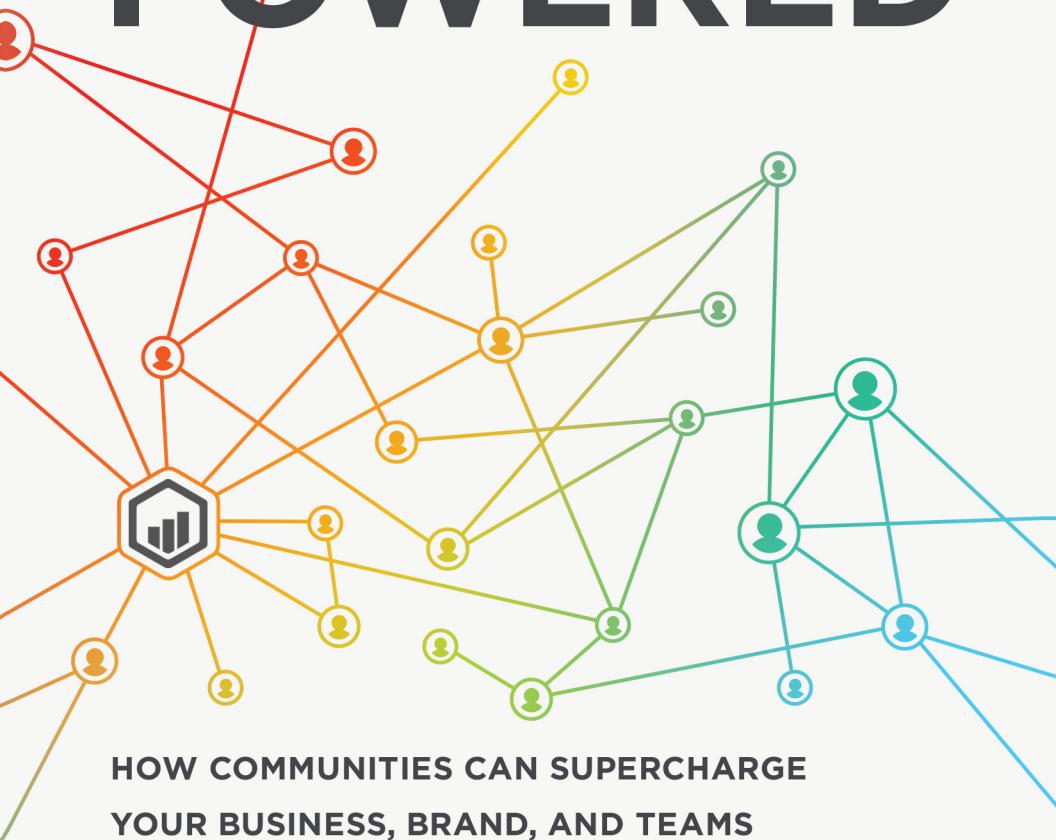


PEOPLE POWERED



JONO BACON

Foreword by **Peter H. Diamandis**

A PDF COMPANION TO THE AUDIOBOOK

CHAPTER 1

What Is a Community and Why Do You Need to Build One?

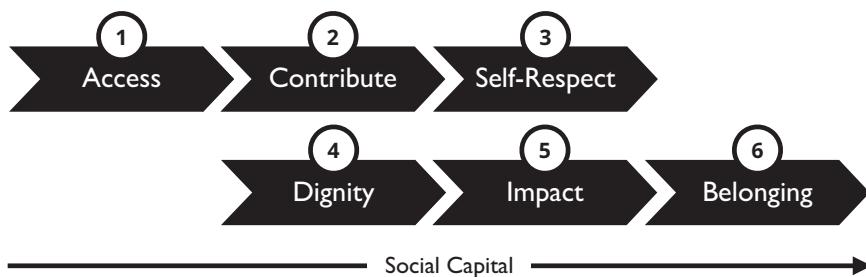


Fig. 1.1: Community Belonging Path

CHAPTER 2

Consumers, Champions, and Collaborators

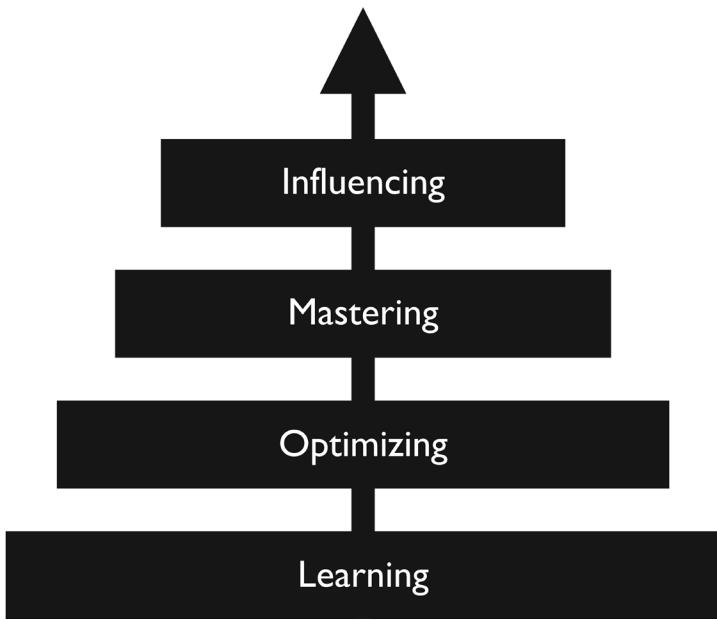


Fig. 2.1: Product Success Model

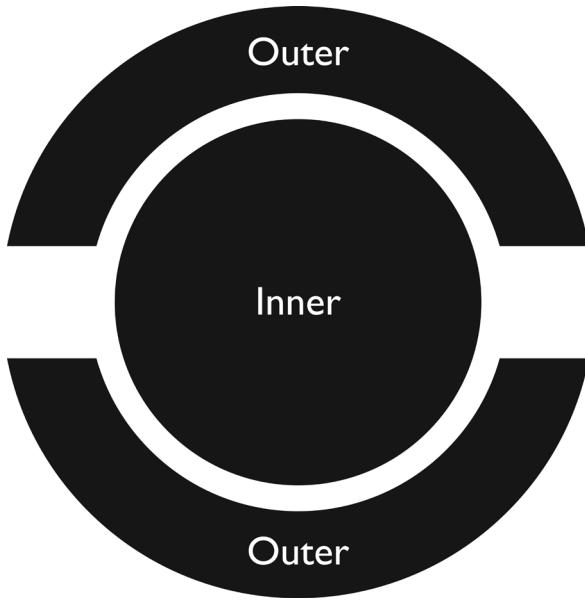


Fig. 2.2: Inner and Outer Collaborator Communities

CHAPTER 3

Build It and They (May) Come

Value I want to build for...	
My Organization	Community Members
•	•
•	•
•	•
•	•

Fig. 3.1: Community Value Statement

CHAPTER 5

Create an Incredible Adventure

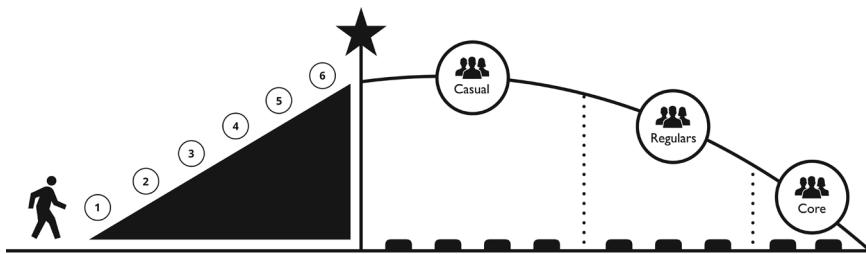


Fig. 5.1: Community Participation Framework

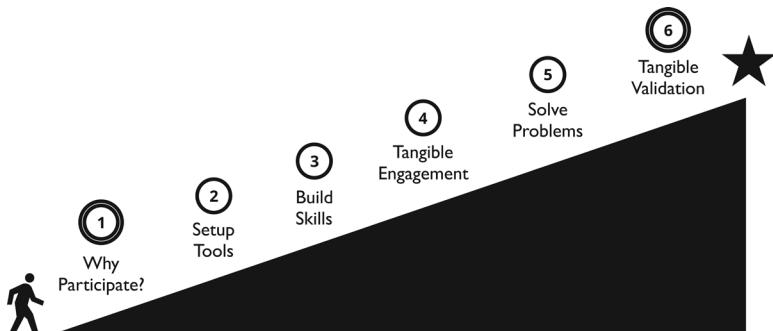


Fig. 5.2: Community On-Ramp Model

QUARTER	BIG ROCK	ITEM	KPI	OWNER	INVOLVED	NOTIFY	STATUS

Fig. 5.3: Quarterly Delivery Plan

QUARTERLY DELIVERY PLAN EXAMPLES

<i>Quarter</i>	Q3
<i>Big Rock</i>	Build a Predictable Support Community
<i>Item</i>	Deploy Forum
<i>KPI</i>	<p>Identify and select forum platform.</p> <p>Deploy online (available via desktop and mobile).</p> <p>Allow login via Google, Facebook, and Twitter.</p> <p>Configure key categories (General Discussion, Q&A).</p>
<i>Owner</i>	Rebecca Bergmann
<i>Involved</i>	Stuart Langridge, Tom Draper, Jeremy Garcia
<i>Notify</i>	Erica Brescia
<i>Status</i>	In Progress

<i>Quarter</i>	Q4
<i>Big Rock</i>	Build a Predictable Support Community
<i>Item</i>	Produce Core Documentation
<i>KPI</i>	<p>Documentation available on the community website for:</p> <p>Getting started guide</p> <p>Support best practices</p> <p>Transitioning material to FAQs guide</p> <p>Mentoring program overview</p>
<i>Owner</i>	Lee Reilly
<i>Involved</i>	Margot Maley, Tim Carter
<i>Notify</i>	Simon Bacon
<i>Status</i>	Completed

CHAPTER 6

What Does Success Look Like?

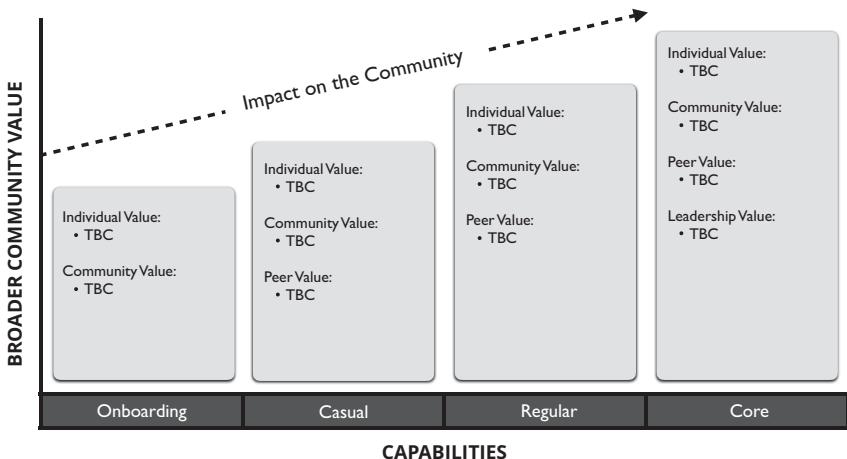


Fig. 6.1: Community Persona Maturity Model

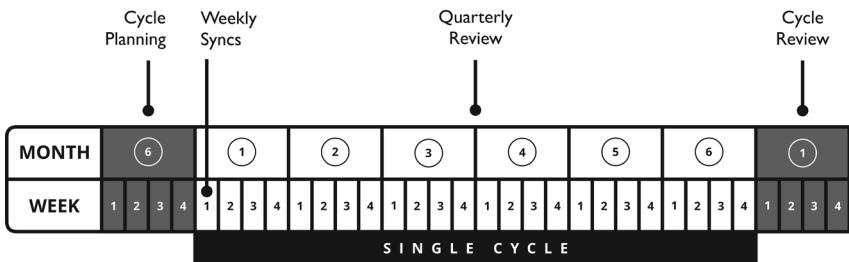


Fig. 6.2: Cadence-Based Community Cycle

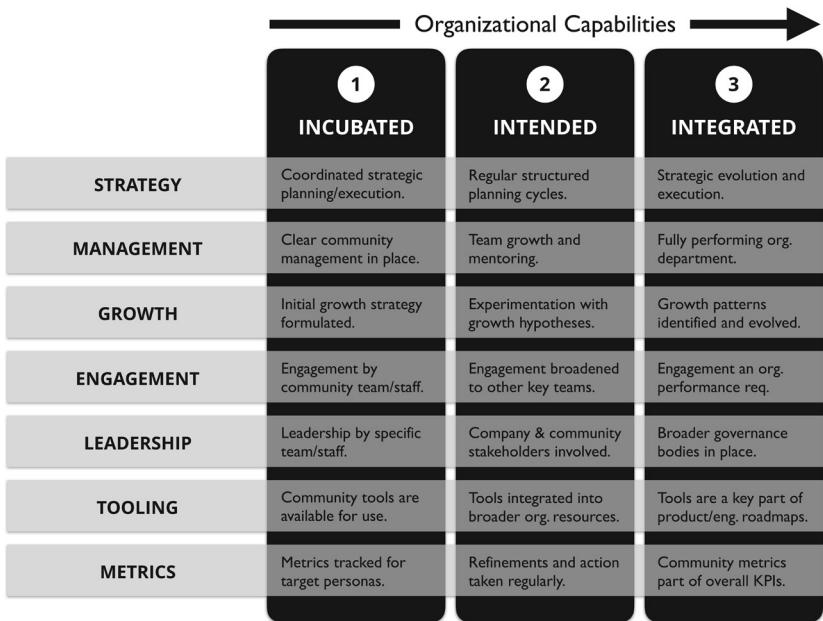


Fig. 6.3: Organizational Capabilities Maturity Model

CHAPTER 7

Glue People Together to Create Incredible Things

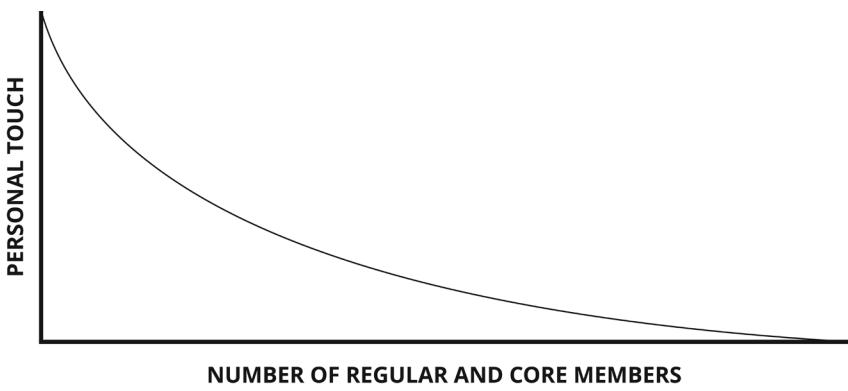


Fig. 7.1: Community Personal Scaling Curve

Timeline	Item
<i>T-Minus: Six Months</i>	Full launch strategy complete, with KPIs, owners, and delivery dates.
<i>T-Minus: Three Months</i>	Early Adopters identified (ten to thirty recommended). Target press identified.
<i>T-Minus: Two Months</i>	Contact Early Adopters and invite them to private kickoff event/webinar. All community infrastructure is ready for launch.
<i>T-Minus: One Month</i>	Early Adopter event/webinar. Invite Early Adopters to the community. Gather feedback and input. Make improvements and changes. Start public teasers.
<i>T-Minus: Two Weeks</i>	Announce launch event.
<i>Launch Day</i>	Launch event/webinar featuring overview, interviews, and how to get involved. Press interviews and momentum. Kick off your Growth Plan (see below).
<i>Launch + Two Weeks</i>	Reward Early Adopters who have provided outstanding service (send them swag, gifts, etc.). Highlight notable early members of the community.

Table 7.1: Community Launch Timeline Template

DELIVERY DATE	PUB. DATE	TYPE	ITEM	AUTHOR	STATUS	NOTES

Fig. 7.2: Editorial Calendar

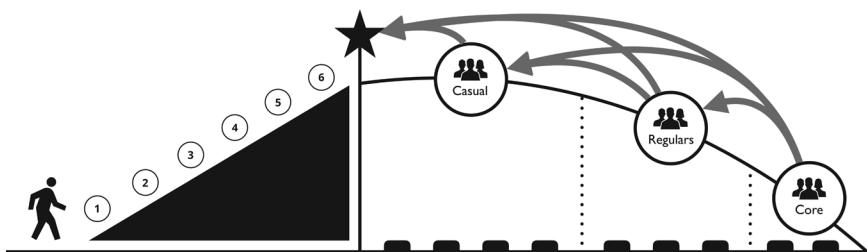


Fig. 7.3: Mentoring in the Community Participation Framework

CHAPTER 8

Mobilize Your Community Army

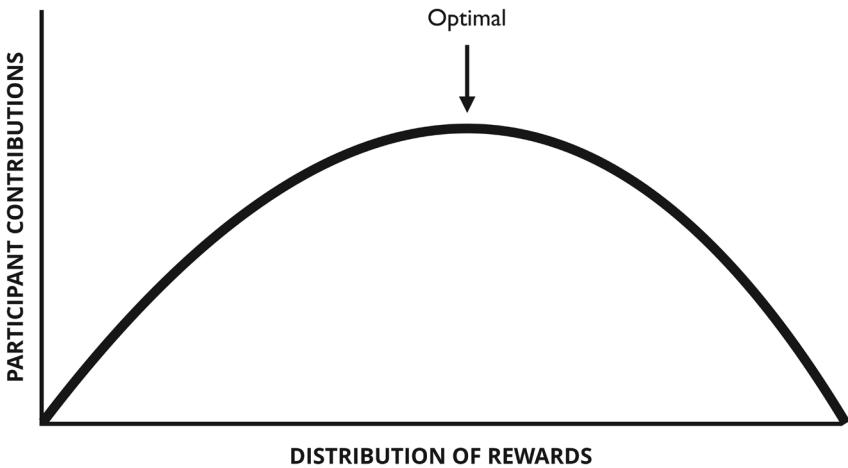


Fig. 8.1: Participant Rewards Peak

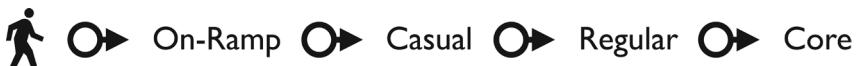


Fig. 8.2: Incentive Transition Points

QTR	PERSONA	GOAL	TYPE	CONDITION	RWARD	UNIT COST	EST. UNITS	OWNER	STATUS

Fig. 8.3: Incentives Map Template

EXAMPLE OF A STATED AND SUBMARINE INCENTIVE

<i>Quarter</i>	Q2
<i>Persona</i>	Support
<i>Goal</i>	Providing support to community members
<i>Type</i>	Submarine
<i>Condition</i>	Member has a registered account on the forum Member answers a question from another user Question submitter marks the answer as solving the problem
<i>Reward(s)</i>	Personal email from Head of Community thanking them Copy of an e-book
<i>Unit Cost</i>	\$2 (e-book)
<i>Est. Units</i>	80
<i>Owner</i>	Sarah Jones
<i>Status</i>	In Progress
<i>Quarter</i>	Q2
<i>Persona</i>	Developer
<i>Goal</i>	Contributing first new feature to the project
<i>Type</i>	Stated
<i>Condition</i>	First code branch is merged into the project
<i>Reward(s)</i>	Thanks email from engineering lead
<i>Unit Cost</i>	\$0
<i>Est. Units</i>	50
<i>Owner</i>	Dave Rogers
<i>Status</i>	Available to Members

CHAPTER 9

Cyberspace and Meatspace: Better Together

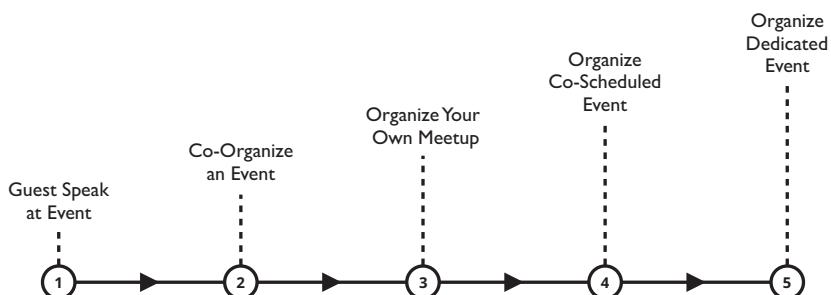


Fig. 9.1: Event Evolution Path

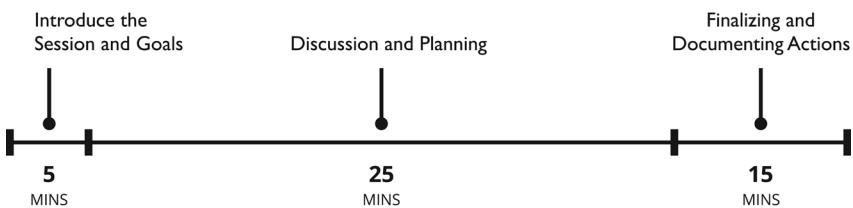


Fig. 9.2: Summit Session Structure

STRATEGIC CYCLE EXAMPLE

Item	<i>Who Should Be There?</i>	Focus
Cycle Planning	Key stakeholders, departmental leads, key community members	Finalize key areas of work, get input from community members, get approval from stakeholders, and ensure departmental ownership and delivery is clear. This sets the stage for the next two quarters.
Weekly Syncs	Owners of items in the quarterly plan, execution staff, and required community members	Weekly review of the Quarterly Delivery Plan with a focus on unblocking problems, clarifying points of collaboration between departments/community teams, and resolving any other issues.
Quarterly Review	Departmental leads	After each quarter, all departmental leads should review overall delivery so far and identify any issues and blockers and how to resolve them. Small adjustments to KPIs may be made based on work in-flight.
Cycle Review	Key stakeholders, departmental leads, and relevant staff and community members	At the end of the cycle, bring together key stakeholders, departmental leads, and others to review (a) the value of the work delivered, (b) how well the team delivered it, and (c) areas of optimization and improvement that can be put in place for the next cycle.