CoWork Plus/ CoLabora Module 3

Community Building and Animation
Tools to help you engage and motivate your CoWorking Community

The European Agricultural Fund for Rural Development: Europe investing in rural areas

LEADER

CoLabora

Getting to know Zoom

Mute

Video

Chat

Participants

Breakout rooms

Getting to know Zoom
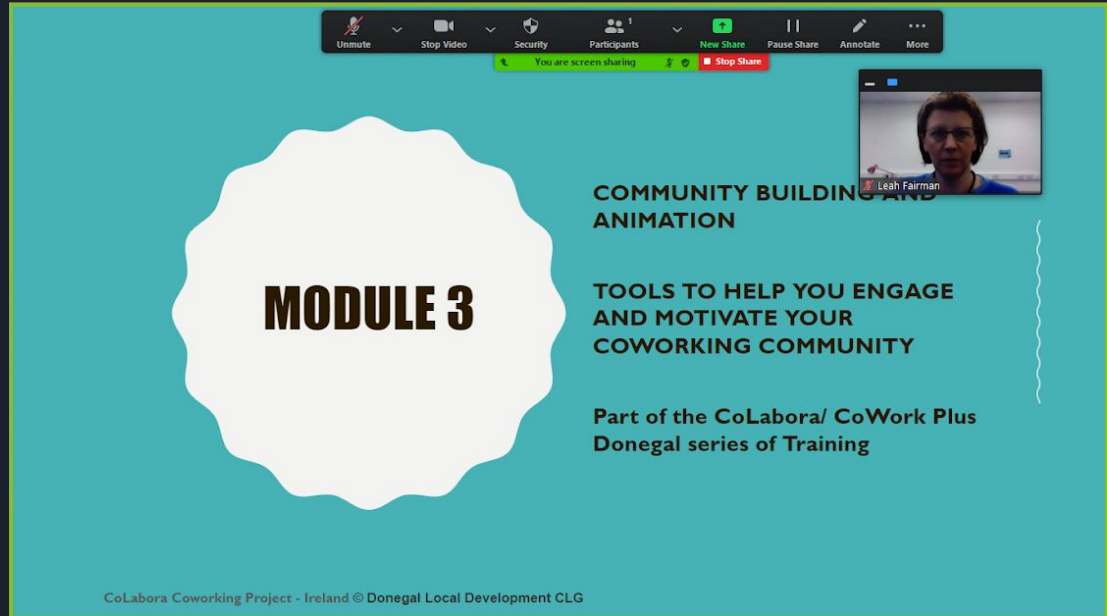
Screen Share

Speaker view

Participant view

Recording

Open YouTube

Background

TRAINING OVERVIEW

(Module 1)
Understand the Values Associated with Coworking / Role of the Community builder and staff in a coworking environment.
Sharing economy

(Module 2)
Understand the values associated with Coworking/Role of the Community builder and staff in a coworking environment Membership Management - Tools to help you create and promote the community and the space

(Module 3)
Animation of the Community - Tools to facilitate interactions between the community and to encourage collaborations and connections

(Module 4)
Space Management (Best Practice). Animation of the Territory

By the end of this session you will have had the opportunity to:

(Module 3)
Animation of the Community - Tools to facilitate interactions between the community and to encourage collaborations and connections

Explore how to enhance and facilitate interaction with and between your coworkers

Brainstorm how to encourage and support collaborations amongst your coworking community

Understand how to promote and support productivity amongst coworkers in a coworking space

What is community?

Group Work - Recap

Zoom Discussion

Why do we want to build community among the coworkers?

What are the benefits?

Zoom Room - 3 minutes

Benefits of building community

Social interactions (community)	Networks for new business opportunities
Access knowledge and skills of peers	Obtain new suppliers or customers
Business/ Project collaborations	New ways of doing things/ innovation
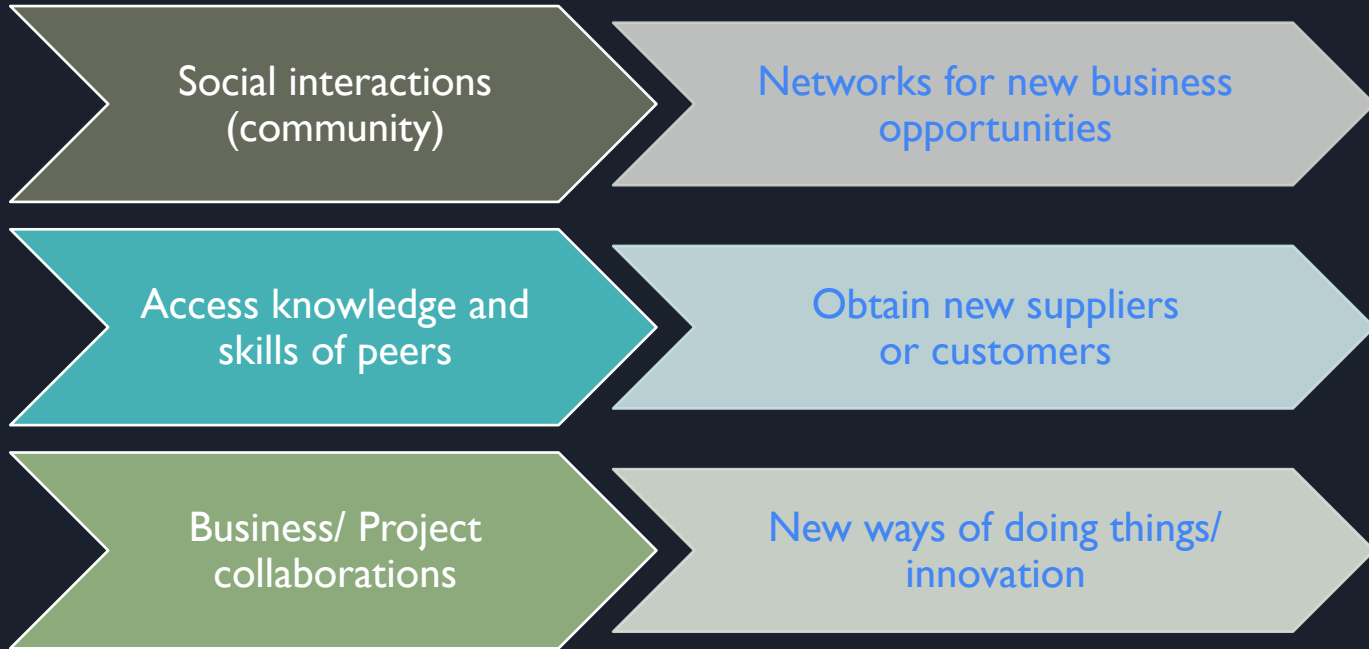
THROWBACK

GROUP WORK

Who could make up your community?

- Start-up/ Entrepreneurs
- Freelancers
- Small/ Microbusinesses
- Remote workers
- Home workers
- Academics
- Occasional Workers
- Returning diaspora
- Tourists/ visitors

Will every co-working community be the same? Why might it differ?

- Location / local demand
- Funding – your organisation may have funding tied to a certain type of activity
- Your organisation's mission/ values
- The founding members of the community may set the tone for who joins it
- The facilities you have may determine the community e.g. broadband speed

- The differences aren't fundamentally important for the training in this module. But it helps to understand that not all communities are the same, or have the same values/ priorities/ needs

What is a good community?

Group Work - How do you recognise a good community?

Zoom Discussion

How do you recognise a good community?

Communication - good talking and good listening

Trust

Fun/ Relaxed

Helping each other

Know each other's backgrounds

Shared values

Sharing business ideas and contacts

Interested in working together

Interested in the other person's success

Group Work

How does collaboration happen?
Is proximity sufficient?

5 minutes
30 seconds to present back

How does Google form great teams?

What can go wrong with community building?

Open discussion

What can go wrong?

Lack of respect / knowledge of common rules

The first person in dominates your culture

Personal habits

Each new person brings a new dynamic

Believing everyone's work environment needs are the same

No shared understanding of what the space is for

Confidentiality / Privacy

Gossip

Lack of clear guidance from Community leads

Let's hear from the experts
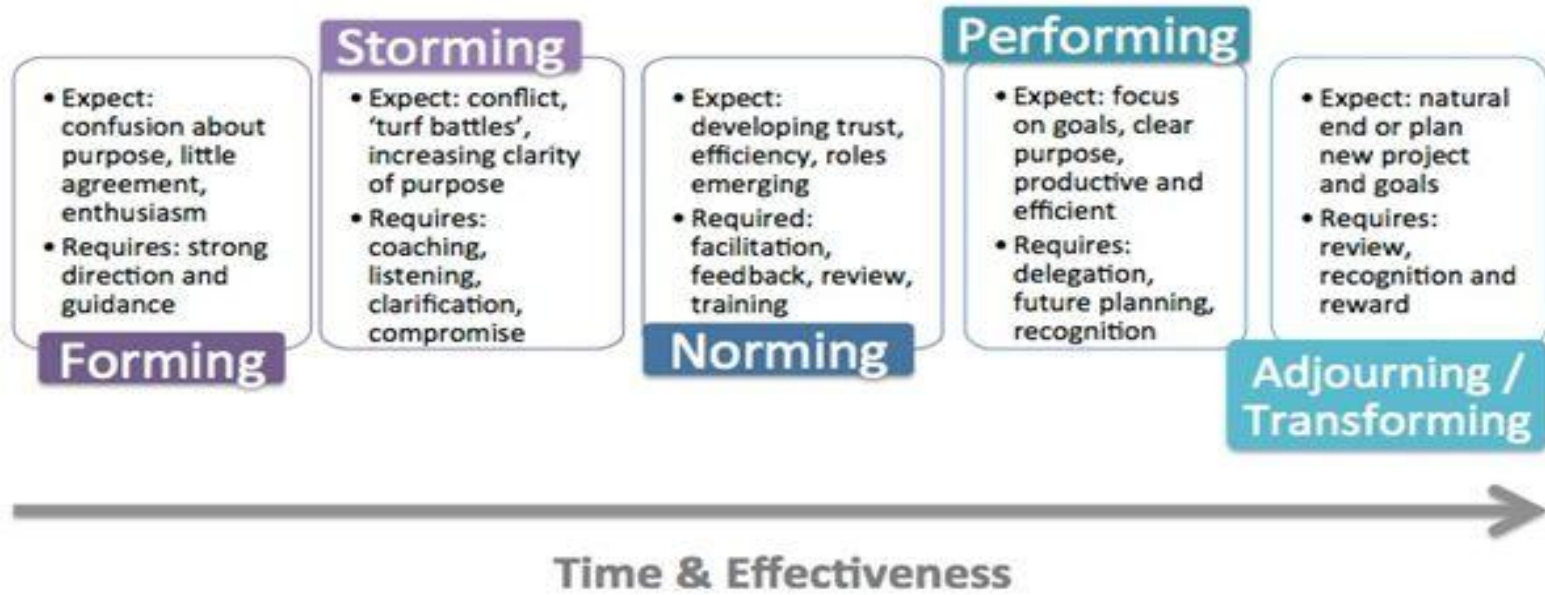
Forming teams/ communities and keeping them strong

Mindtools -
Forming, Storming, Norming, Performing

BRUCE TUCKMAN'S GROUP DEVELOPMENT MODEL

Tuckman's Stages of group formation

Storming
- Expect: conflict, 'turf battles', increasing clarity of purpose
- Requires: coaching, listening, clarification, compromise

Performing
- Expect: focus on goals, clear purpose, productive and efficient
- Requires: delegation, future planning, recognition

- Expect: confusion about purpose, little agreement, enthusiasm
- Requires: strong direction and guidance

Forming

- Expect: developing trust, efficiency, roles emerging
- Required: facilitation, feedback, review, training

Norming

- Expect: natural end or plan new project and goals
- Requires: review, recognition and reward

Adjourning / Transforming

Time & Effectiveness

Can't skip stages & A new member can sent you back to the start

Belbin - Team roles

Reflect
Open discussion

What have we learned so far that might help us with community animation?

What have we learned so far?

Conflict and friction at the beginning can be normal

People need leadership to set the values and goals of a shared community

People need help to understand their own role in the community and to value others

Helping people to be 'heard' and encouraging others to 'listen' is perhaps the most important thing you can do.

Watch out for new members and introduce them carefully

Don't look for all of the same type of people

Create opportunities for people to bond, share and communicate to help them get to 'performing' quicker

10 minutes - Come back at...

Let's hear from
the experts

But what can
we do?

THROWBACK

Wisdom from
Seth Godin,
Marketing Guru

It's easier to
love a brand
when the brand
loves you back

CoWork Plus Tools

Toolbox for animating the community

1. Community Builder (and all staff)
2. Onboarding procedures
   a. Defining and managing the space
   b. Set clear expectations
3. Physical strategies
4. Management as a connector
5. Communications

1 Community Builder

Building a trust relationship

Being the go-to person

Proactiving acting on behalf of your CoWorker

- Have a look at the Job Description

Collaboration - How to foster it
Adapted from Harvard Business Review 2007

1. Management support in building and maintaining social connections
   a. "Signature practices" i.e. practices that stand out for your community
   b. Create shared spaces / collision points where people see each other, rub shoulders, perform activities together. etc. Encourage visitors from outside to enrich the social connections
2. Model collaborative behaviour - ensure it's visible!
   a. Even the perception of this behaviour is important. Be seen talking to people and be interested and supportive of their projects. Communicate frequently and informally.
3. Create a gift culture
   a. Embed coaching and mentoring in your own routine - both formal and Informal
   b. Meet new members regularly and 'gift' them connections/ ideas etc

https://hbr.org/2007/11/eight-ways-to-build-collaborative-teams

Collaboration - How to foster it. cont...

Adapted from Harvard Business Review 2007

4.   Select for collaboration
    a.   Choose your coworkers wisely
5.   Celebrate and communicate successes, big and small
6.   Choose the right leadership

Some ideas we would add to the HBR list

7.   Make it easy for people to find out who others are and what they work on
8.   Create areas where people can meet to collaborate - make them obvious

Group 1

How can community builders model collaborative behaviour?
How can we make it easy for others to find out who is there and what they are working on?

Group 2

How can we model a 'gift' culture and encourage others to engage with it?
How can we celebrate successes, big and small

Feedback

Criteria for distinguishing a collaborative community

Spinuzzi et al. 2019

Nature of coworker - coworker relationship

- Common values - e.g. community, rural living/ working, solving a social problem, entrepreneurship
- Trust - before you can share you must trust
- Socially orientated towards others

What can WE do to support this?

2 Onboarding procedures

1. Pre-Questionnaire/ form
   a. Add a section about giving back to the community
   b. Might mean saying no
2. Pre-joining
   a. communication e.g. introduction email to other CoWorkers, photo, bio from CoWorker, set up on communication platforms e.g. Slack of FB Group
   b. Physical space - allocate desk, postbox etc. Do a pre-tour
3. Introduce to your organisation vision, mission, values
4. Buddy system
5. Ground rules - physical and other
6. Use your knowledge of what has or may cause conflict to communicate early and stop problems arising. Keep reflecting, listening and learning

3 Physical Strategies
(more in module 4)

1. Collision points
2. Places to learn about each other
3. Places to meet and talk to each other
4. Networking events - formal and informal
5. Shared Training
6. Managing the desk allocation
7. Awareness that different people have different preferences and needs for working in the space

4 Management as a connector

1. Bringing the outside in

5 Communications

1. Onboarding communications
2. Sharing success stories
3. New joiners
4. ???

Open Discussion

How and what can we communicate to animate the community and encourage collaboration?

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Why you are the most important person in your community...

...and why lollipops are the answer

5 Thank you and feedback