

Hoja de Trabajo

Introducción

Nuestra meta final con el Community Canvas es habilitar a personas y organizaciones alrededor del mundo para construir comunidades con propósito. Y para hacer que el Canvas sea accionable, hemos creado la primera versión de una hoja de trabajo. A continuación, hemos enlistado preguntas clave para cada uno de los 17 temas.

Esta hoja de trabajo es mejor usada con nuestra Guía del Community Canvas, que puedes descargar en community-canvas.org. ¿Buscar una versión más visual que puedas imprimir en una página? Descarga el [Resumen Visual](#).

Envíanos un mensaje a team@community-canvas.org si tienes algún comentario o sugerencia sobre cómo mejorar futuras versiones. ¡Muchas gracias!

Instrucciones para crear tu propia copia

- Para editar en línea: Ve a Archivo > Crear una copia ... para guardarlo como una versión editable en tu Google Drive.
- Para descargar: Ve a Archivo > Descargar como ... y elige tu formato.

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Traducción al español por Eder Delgado

Identidad

¿Quiénes somos y en qué creemos?

► Respuesta

Propósito

¿Por qué existe la comunidad?

►

¿Qué espera lograr la comunidad?

►

¿Cómo será diferente el mundo al tener esta comunidad?

►

¿De qué forma el mundo sería peor si la comunidad no existiera o dejara de existir?

►

¿Cómo afecta la vida de los miembros que son parte de esto?

►

Identidad de Miembros

¿Para quién es la comunidad?

▶

¿Cuáles son las características que comparten sus miembros?

▶

¿Cómo la comunidad describe a sus miembros?

▶

¿Cuál es el perfil de los miembros más activos de la comunidad?

▶

¿De qué forma la comunidad tiene un trato especial para ellos?

▶

¿Cómo se define la diversidad y cuál es su rol?

▶

¿Cómo se representa la diversidad en todas las partes de la organización?

▶

Valores

¿Qué es importante para nosotros como comunidad?

▶

¿Cómo queremos que los miembros se traten entre sí?

▶

¿De qué manera nuestros valores ayudan a lograr el propósito de la comunidad?

▶

¿Cuál es la “vibra” de la comunidad?

▶

¿Cuál es el estilo de vida que promueve la comunidad?

▶

¿Cómo capturamos y comunicamos nuestros valores, tanto interna como externamente?

▶

Definición de Éxito

¿Cómo define el éxito la comunidad?

▶

¿Cómo se ve la comunidad ideal?

▶

¿Qué tipo de membresía en la comunidad es considerada un éxito?

▶

¿Qué tipo de valor crea la comunidad para sus miembros?

▶

¿Cómo mide el éxito la comunidad?

▶

Marca

¿Cómo la comunidad se expresa a sí misma?

▶

¿Qué lenguaje, visualizaciones y objetos usa para fortalecer su identidad?

▶

¿Cuál es la estética de la comunidad?

▶

¿De qué forma la marca de la comunidad refleja sus valores?

▶

¿Cómo la comunidad comunica su identidad al mundo?

▶

Experiencia

¿Qué sucede en la comunidad y cómo crea valor para sus miembros?

►

Selection

How do people join the community?

►

Is this an open or a closed community?

►

For open communities: what marks the difference between a member and a non-member?

►

What is the onboarding process for new members?

►

How are the people identified who should be part of the community?

►

How actively does the community want to grow and add people?

►

Transition

How do members leave the community?

▶

Is there ever an end to the experience or does membership continue on indefinitely?

▶

Is there a separate structure or experience for people who have left the community (e.g. an alumni community)?

▶

How does the community handle inactive members?

▶

Shared Experiences

What experiences do members share in the community?

▶

How do the individual experiences connect to the community's overall goals?

▶

Why are certain experiences more important than others?

▶

How are shared experiences organized: is everything organized top down for the members? Or do members organize experiences for each other?

▶

Do the shared experiences speak to a diverse group of members?

▶

Rituals

Which rituals enhance the community experience?

▶

Which rituals deepen the bonds among members?

▶

Which rituals embody the community's values?

▶

Which rituals mark specific milestones in the membership experience?

▶

Which rituals happen online?

▶

Which rituals happen in person?

▶

Content

What content creates value for members?

▶

How can the community tell the stories of its members?

▶

What content will create deeper bonds among members?

▶

How do members contribute valuable content to the community?

▶

Rules

What are the community's rules?

▶

What does the community expect from each member?

▶

What can the member expect from the community?

▶

What is considered "out of bounds" misbehavior?

▶

What are the rules guiding the online interactions?

▶

What are the guidelines for in-person gatherings?

▶

How does the community deal with inactive members?

▶

What happens if someone doesn't follow the rules?

▶

Which entity has the authority to create, change and enforce rules?

▶

Roles

What roles can members play in the community?

▶

Why do the different roles exist?

▶

What are the expectations for each role?

▶

What are the rules for how handovers and transfer of responsibilities happen?

▶

Structure

What gives us stability in the long-term?

▶

Organization

Who runs the community?

▶

How is leadership organized?

▶

Who does what?

▶

How is leadership incentivized for their work?

▶

Who hires and manages staff?

▶

What functions are considered critical for survival?

▶

What is the legal entity of the community and what requirements come with it?

▶

Governance

How are decisions made in the community?

▶

What are the community's decision-making bodies?

▶

How is decision-making power distributed or concentrated within the community?

▶

What gives the decision-makers their authority?

▶

How are conflicts handled within the community?

▶

Financing

What is the community's plan to be financially sustainable?

▶

How is the community financed?

▶

How does it generate revenue?

▶

Non-profit vs. for-profit: Does the community have a profit motive?

▶

Does the community rely on revenue from its members (internal), or other sources (external)?

▶

Channels & Platforms

What channels does the community use to communicate and gather?

▶

What are the core digital needs of the members and which platforms can fulfill them?

▶

What is the existing digital behavior of the members and how can the community integrate into that?

▶

Where does the community meet regularly - physically or digitally?

▶

How does the community communicate internally? With the outside world?

▶

What are the requirements of the community towards their physical spaces?

▶

Data Management

How does the community manage the data of its members?

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How does the community keep its member contacts up-to-date?

▶

How can members search for other members within the community?

▶

What insights are critical for the community to regularly derive from its members?

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How does the community capture insights and knowledge generated in the community?

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