

A TRUE STORY

GRASSROOTS to BRUSHFIRE

A story of one community of
practices impact during a
global pandemic.

Jill
Mead

Eric
Kramlinger

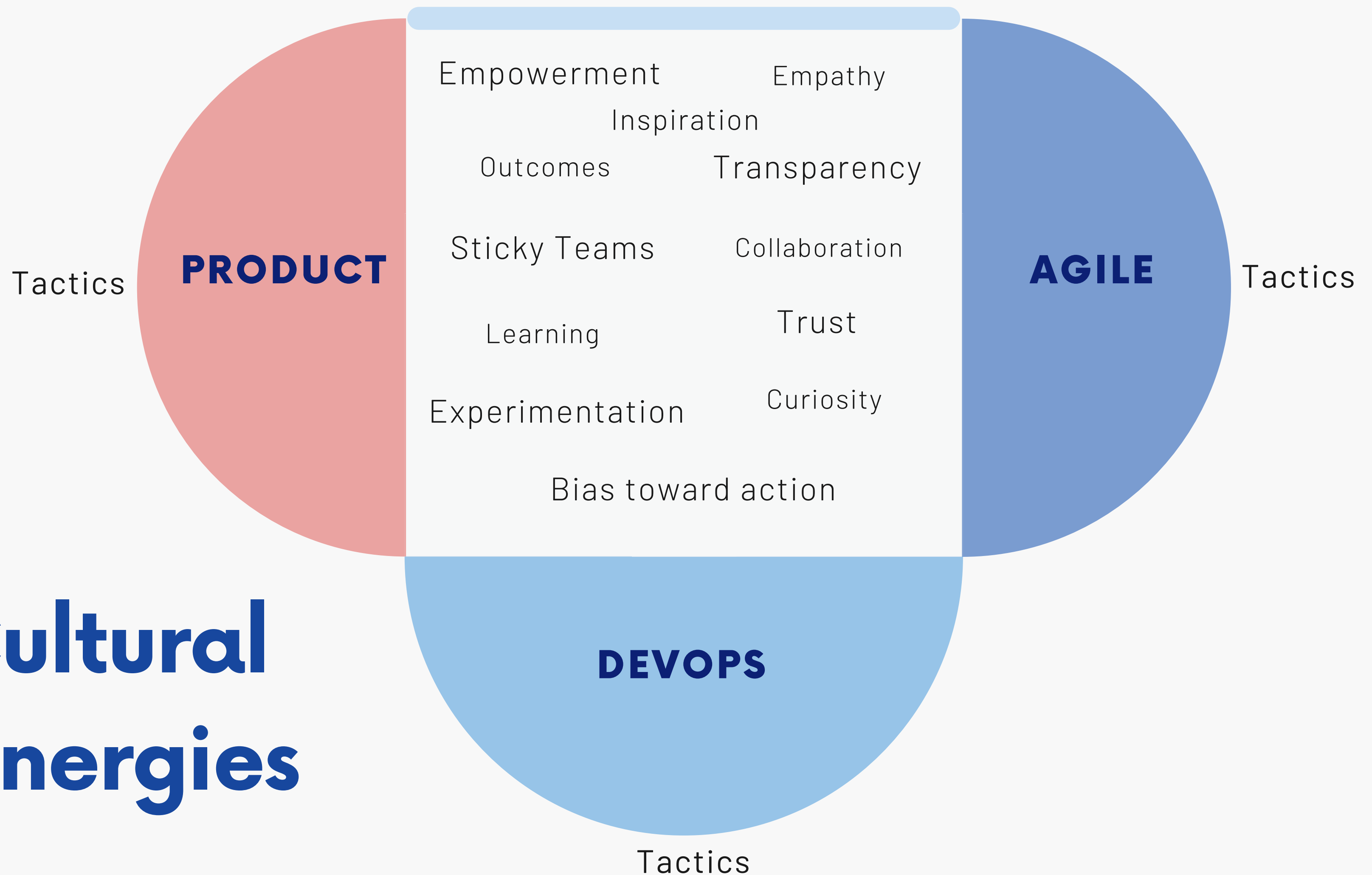


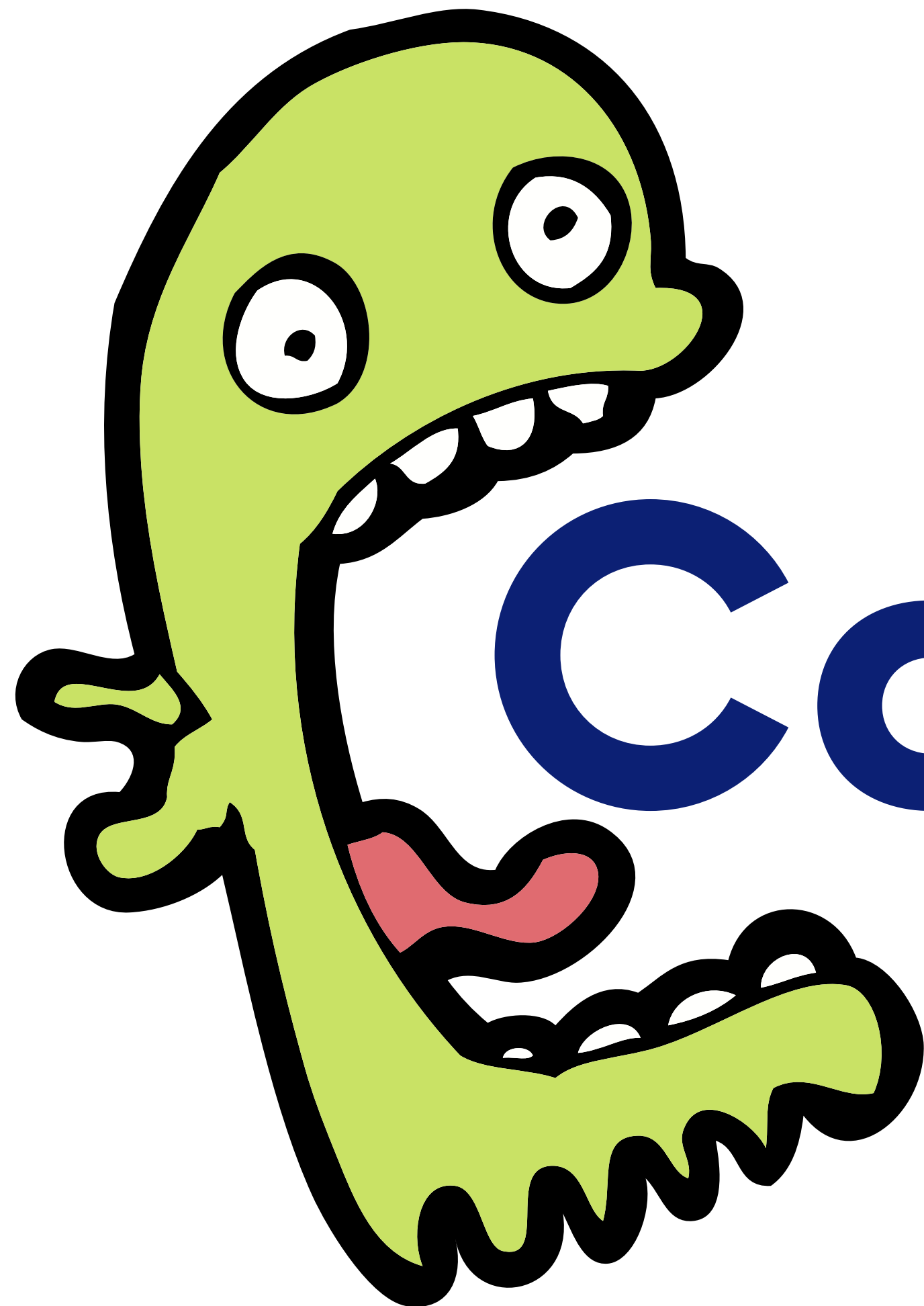


Product
Community

Connect. Learn. Grow.

Cultural Synergies





CoP

Stigma

Our Non Negotiables



**No mass invite
pushes or leadership
mandates**

We wanted people to be involved because they saw value and wanted to be part of the community.



**Treat the CoP like an
actual product**

Practice what we preach about product values and tactics.



**Nuture the environment
we are trying to create
across the organization**

Empowerment, inspiration, learning, sharing, collaboration, positive energy and humor.

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A community of practice is a group of people who "share a concern or a passion for something they do and learn how to do it better as they interact regularly".

Advice: 1

**Ensure there
is a problem
to be solved**

Advice: 2

**Treat the
CoP like a
product.**

Relevancy of topics



**Relevancy of
topics**



**Experiment with
frequency**



**Learn from
other forums**



**Identify a
product
manager**



**Create a self
service library**



**Measure
Effectiveness**

Experiment with frequency



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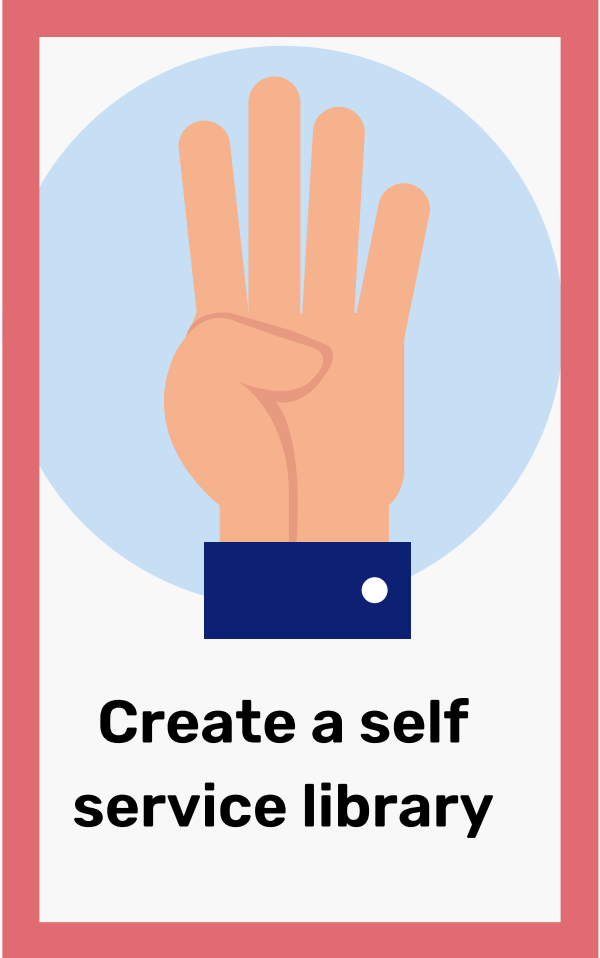
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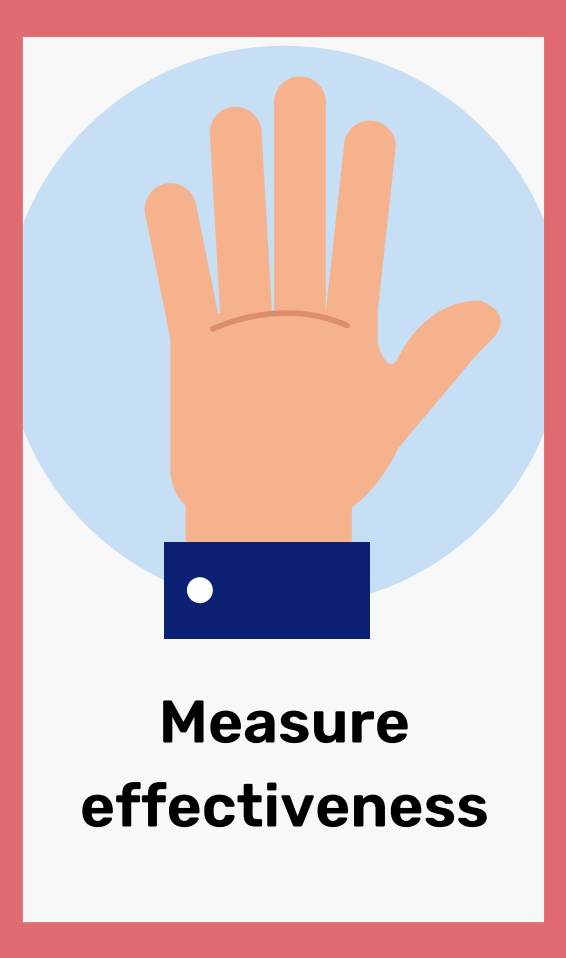
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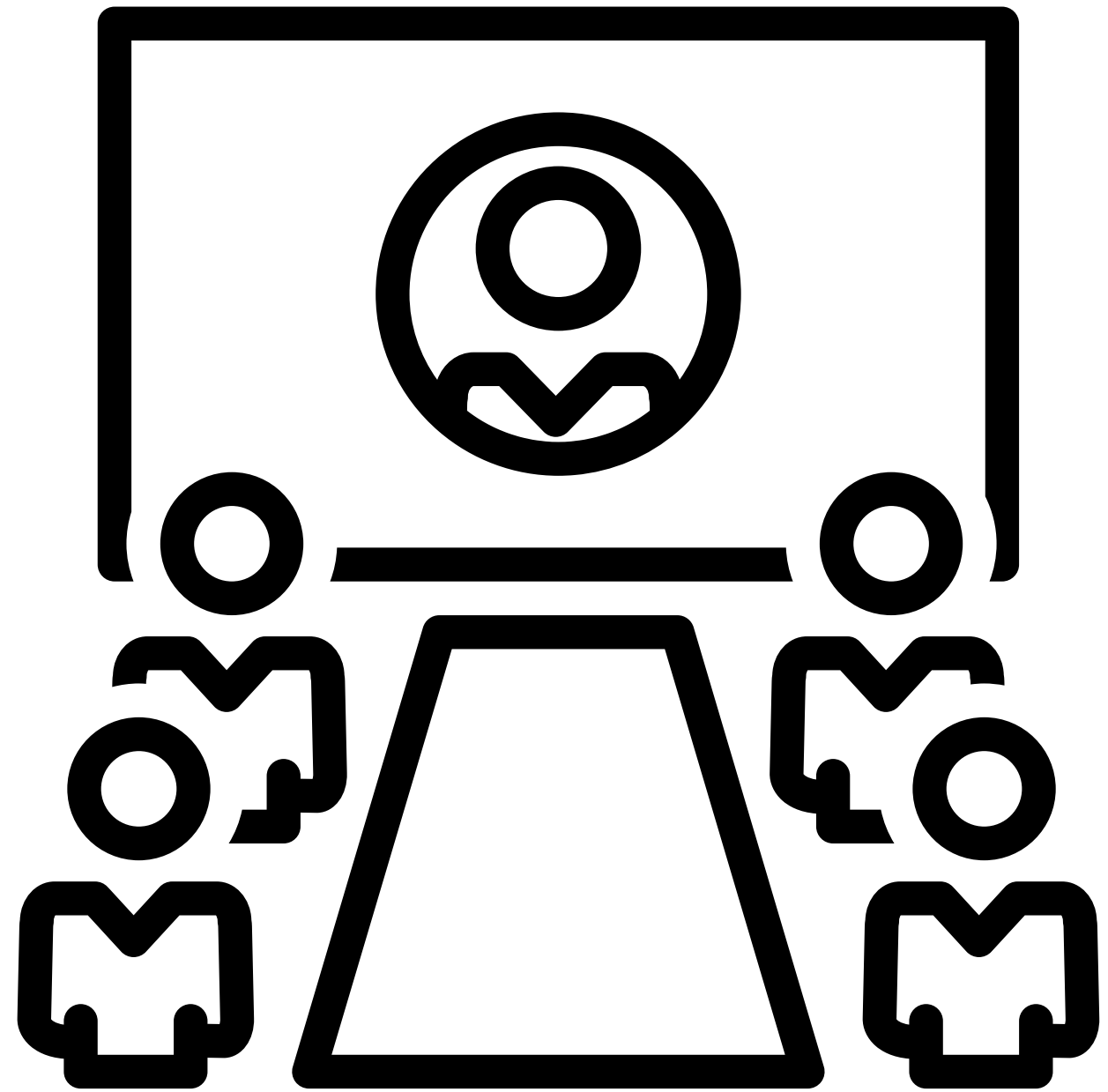
**Create a self
service library**



**Measure
effectiveness**

Advice: 3

**Model the
environment
you are
trying to
create.**



Being like
every other
meeting.



**Pretending
like the
coaches
have all the
answers.**



**Reframe
heavy
conversations**



Thank you!

Jill Mead

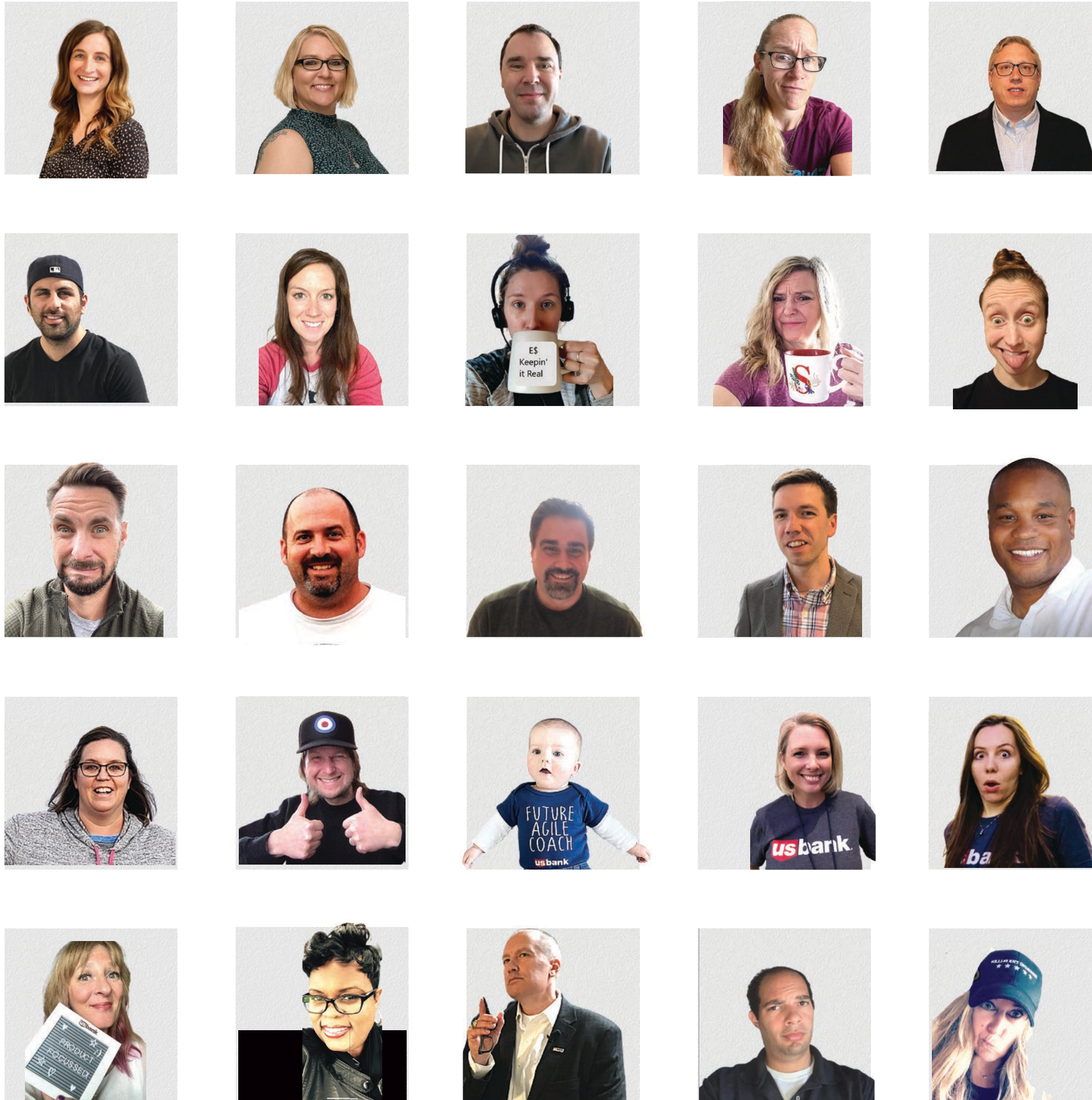
Enterprise Product Agility Coach

Eric Kramlinger

Product and Agile Coach

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**Hear from
our amazing
community.**