Bridging the Divide Between Community and Corporate

Jen Madriaga, Event Manager

About Me

- Background in higher education and arts administration
- Published creative writer in fiction and poetry
- Working at Red Hat for 4 years
- Sit in corporate marketing on events team and also have a dotted line relationship to OSAS under the OCTO
  - Manage community events, some large and of strategic importance to company
- Embedded in the daily workflows of both corporate and community
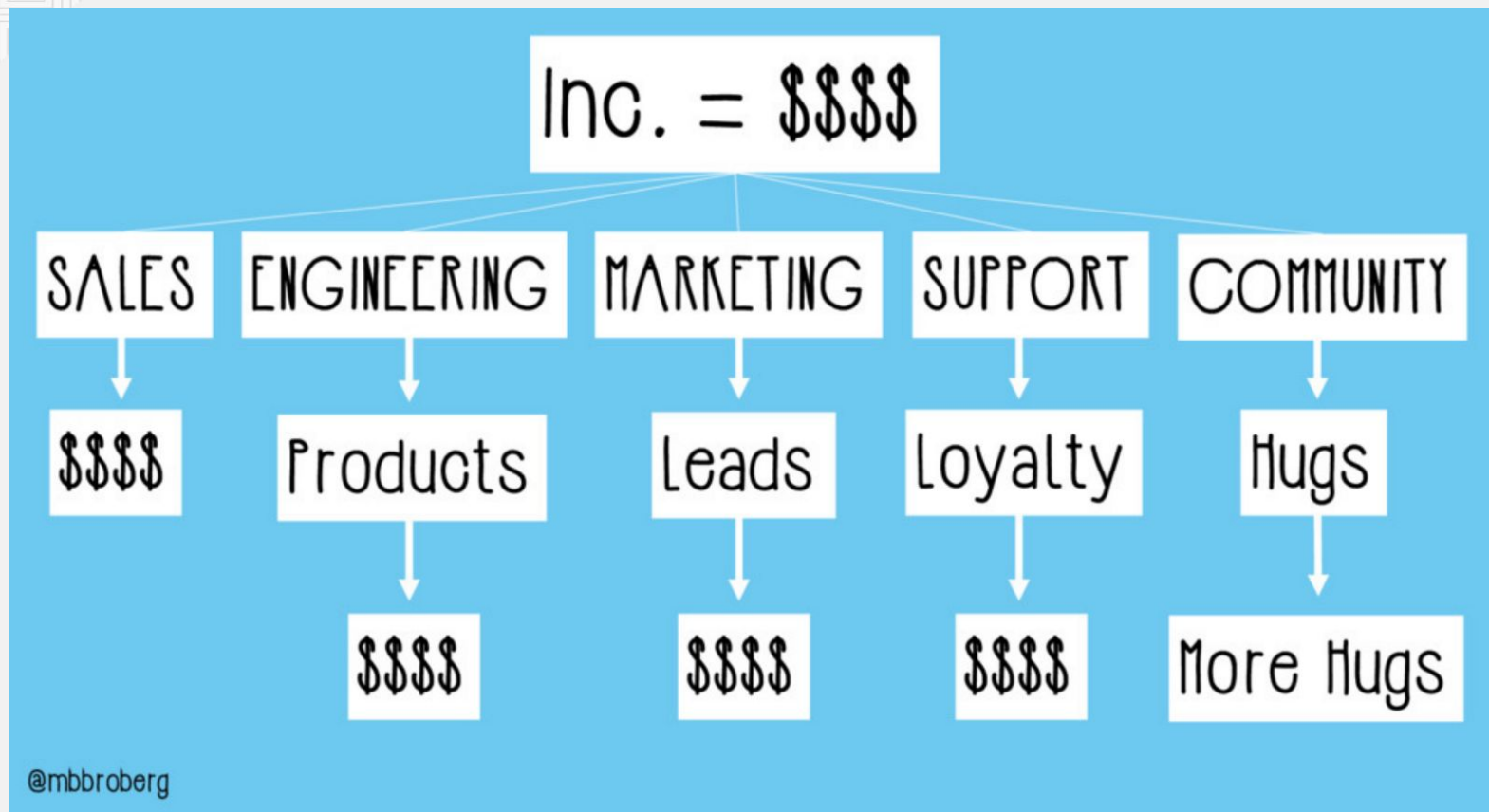 - Slightly schizophrenic existence as a result
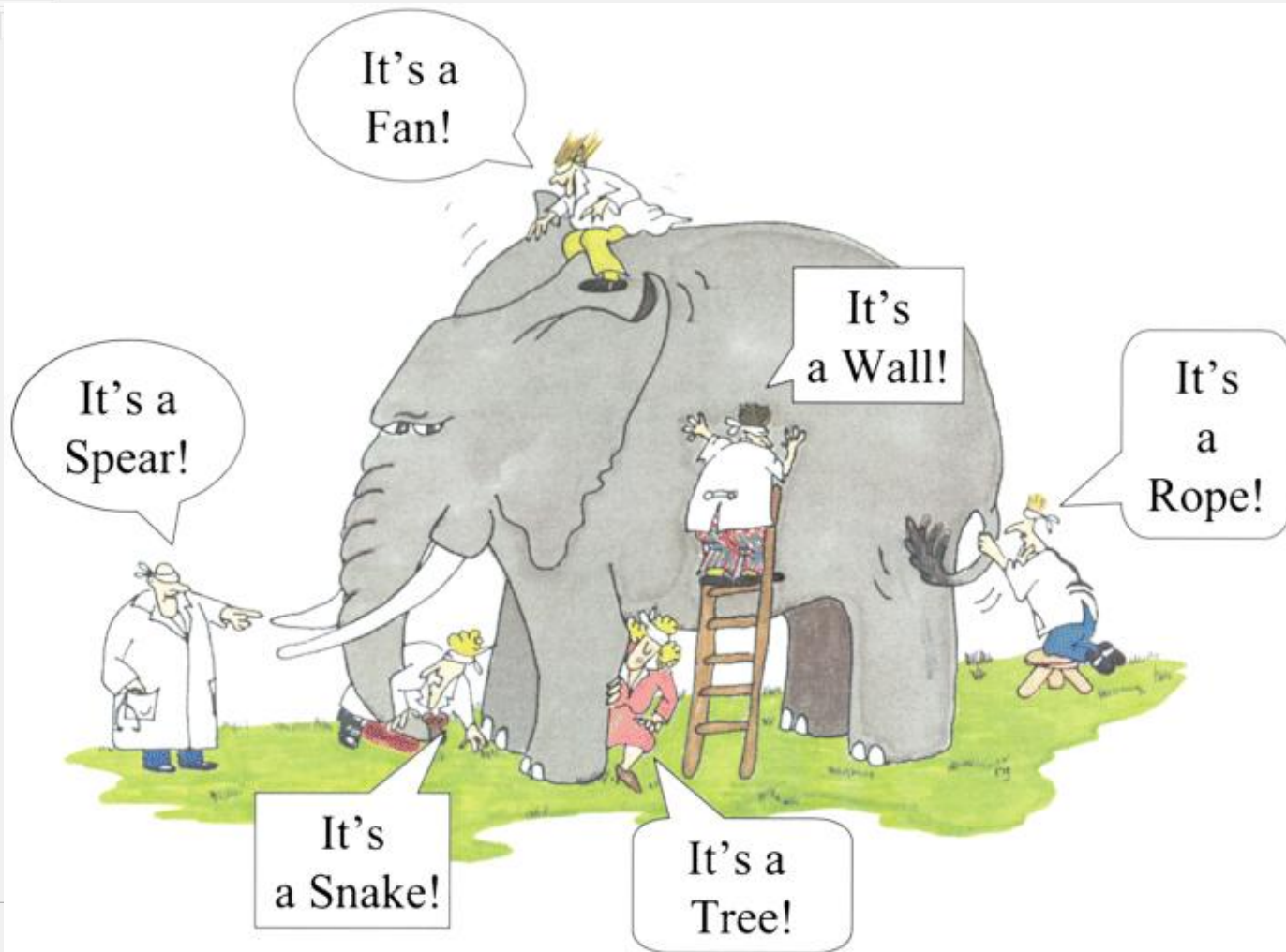
Community vs. Corporate

https://weheartit.com/entry/322129358

https://snappygoat.com/free-public-domain-images-vintage_retro_man_suit/8OhNJ0wPBbrIJzf-wxyQvmInfn0Oemxte_p_witLO80.html#,0,0.7008f6b974ad1eb6a822e2c79d785e8fdcc5dfec

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Before the conversation…

- Identify underlying fears and concerns
- Identify gaps in knowledge on both sides
- Map out complementary components to find an overall strategy
- Assume good intent
- Release defensiveness

Community Events

Things to consider

- Emphasis on technology, not product
  - Ex: A keynote focused on product will be heavily frowned upon and undermine trust and credibility

- Culture is greater than code

- More "coop-etition" than competition
  - Enables integration across different technologies
  - Straight talk

- Lots of rapid change happens but some predictability to "bust-and-boom" cycles

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Uniting the story

- Quantitative
  - Numbers - maybe metrics?
  - Namedropping - who are competitors and collaborators?
  - Use cases - how many, where, what, how?

- Qualitative
  - Social capital - trust, respect, credibility
  - Quality of life stories
  - Use cases - inspiration, social activism

Adding (in)tangible value

"Community doesn't help with selling product"

- Without community, there is no product
- Social capital
- Community provides basis for trust and credibility, which cannot be bought
- Importance of anecdotes of community users and contributors
- Diversity of contributions=Diversity of solutions
- Solving for complexity. No one can do this alone.
- "Kicking the tires"

Building relationships

"They don't just get it!"

- Identify opportunities for collaboration
- Do presentations to educate internally and externally
- Provide consulting and advice
- Takes time, needs persistence and consistency
- Listen and acknowledge

Credit: Getty Images

Jen Madriaga
jmadriag@redhat.com
Twitter: @jeninnovate