SCRF Mission, Vision & Strategy

Towards Strategic Culture & Community Design

Feedback from the SCRF Network

- **High turnover** and **low engagement**
- **No purpose =** I don't know who you are
- **Strategic decision making isn't transparent** = I can't trust you
- **Siloed teams** = We are duplicating work and no clear responsibilities for tasks
- **No clear direction** = No clear output for motivation toward action
- **Low influence in the field**
- **Behavior incentives** are not initially clear = I don't know what to do here.

Why onboarding fails

- Opportunities for contribution and belonging are not clear
- No shared meaning or purpose of action
- Culture replicates and amplifies the behaviors of the person with the most social influence
- No clear strategy to design community products around (Discord)
- Operating model unclear

DECENTRALIZED ORGANIZATION REQUIRE DYNAMIC NAVIGATION

Cross Pollinators

Engagement

Content

Discovery

Outreach
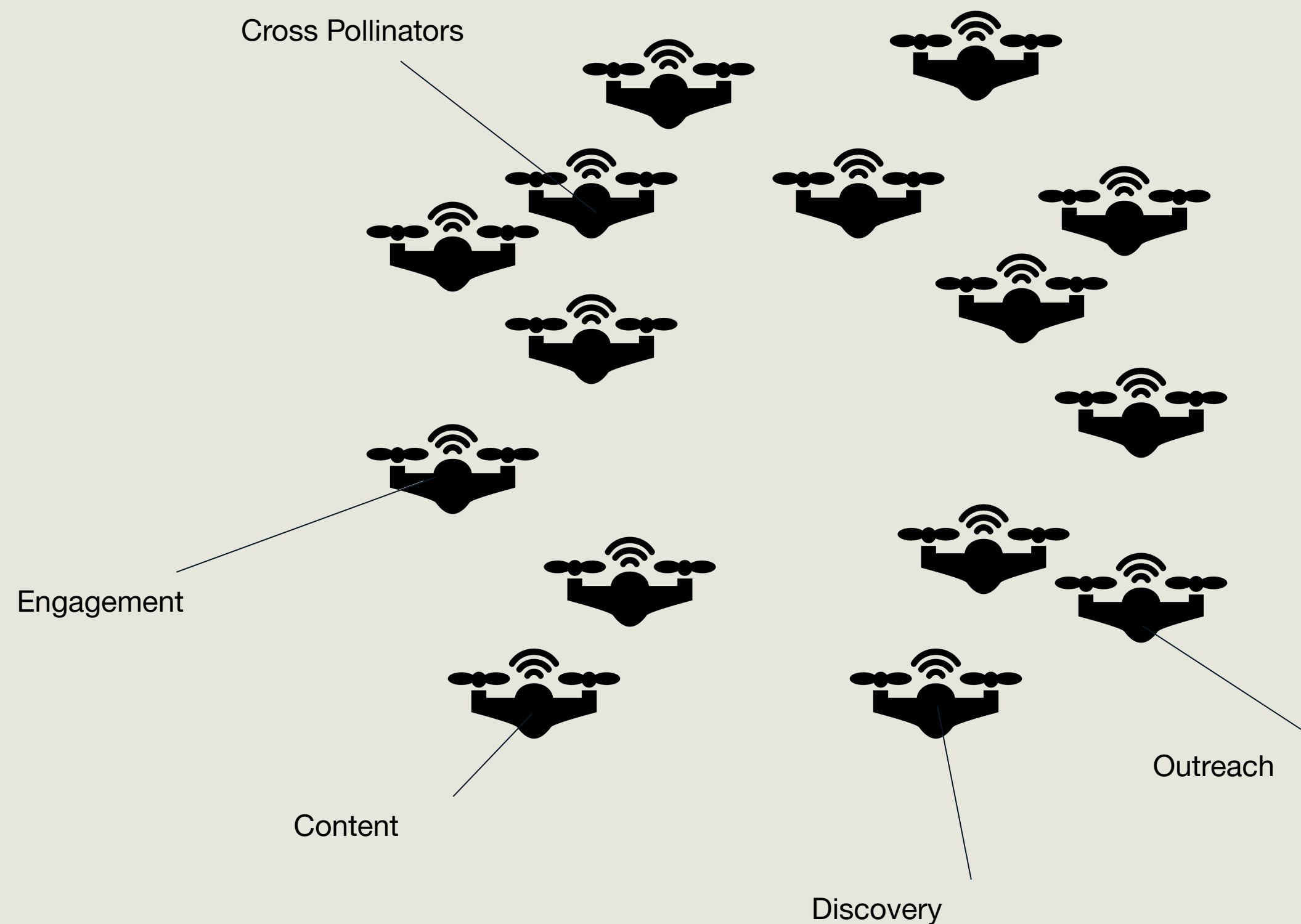
- Lighthouse (shared purpose and vision)
- Operating Principles so we move and work together
- Shared understanding of success so we know what winning looks like
- Coordinated autonomy and distributed decision making so we can all get involved
- Continuous onboarding to enable the swarm to stay connected

"People don't buy what you do, they buy why you do it." - Simon Sinek
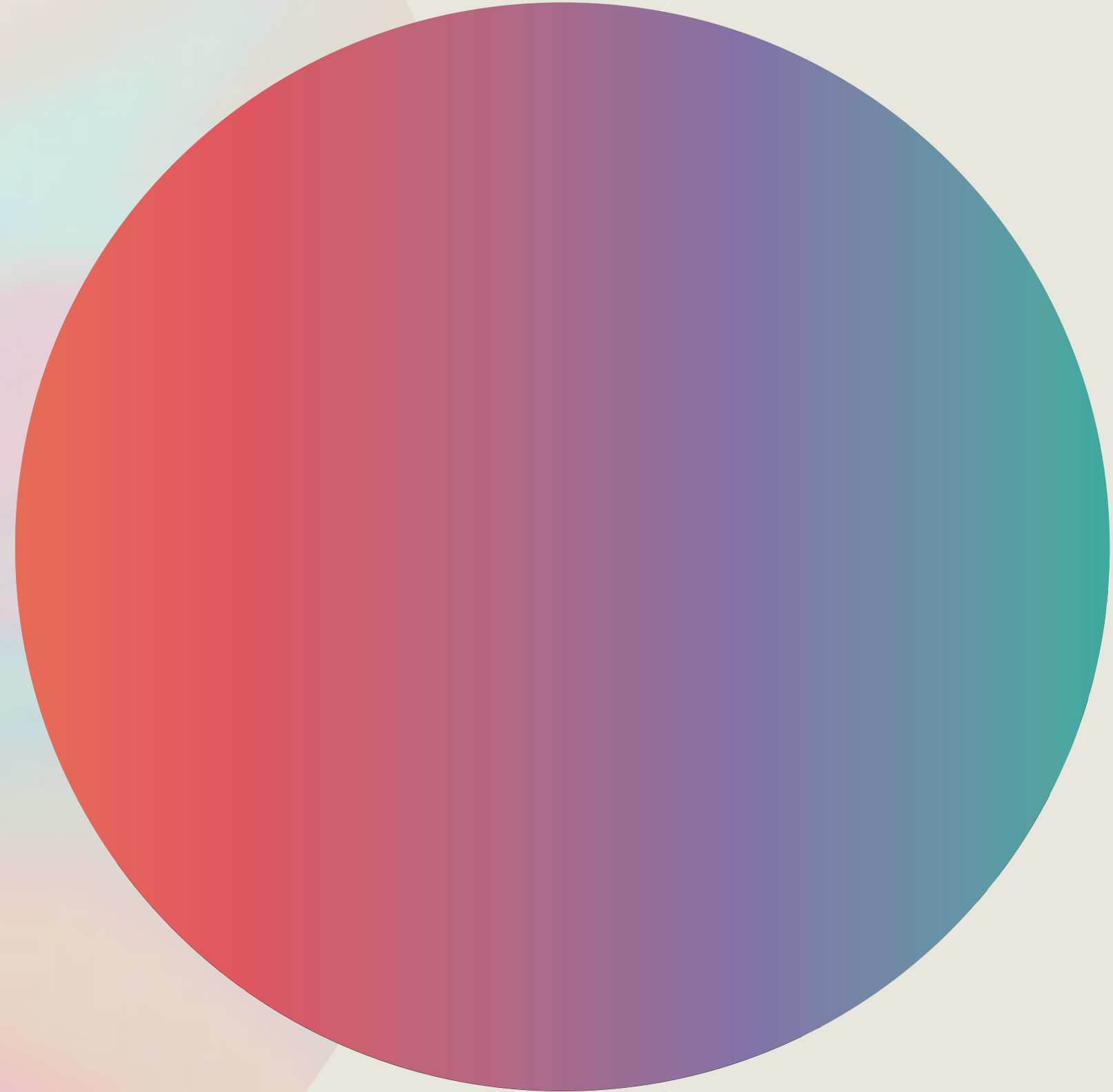
An Organizational Model For Decentralization
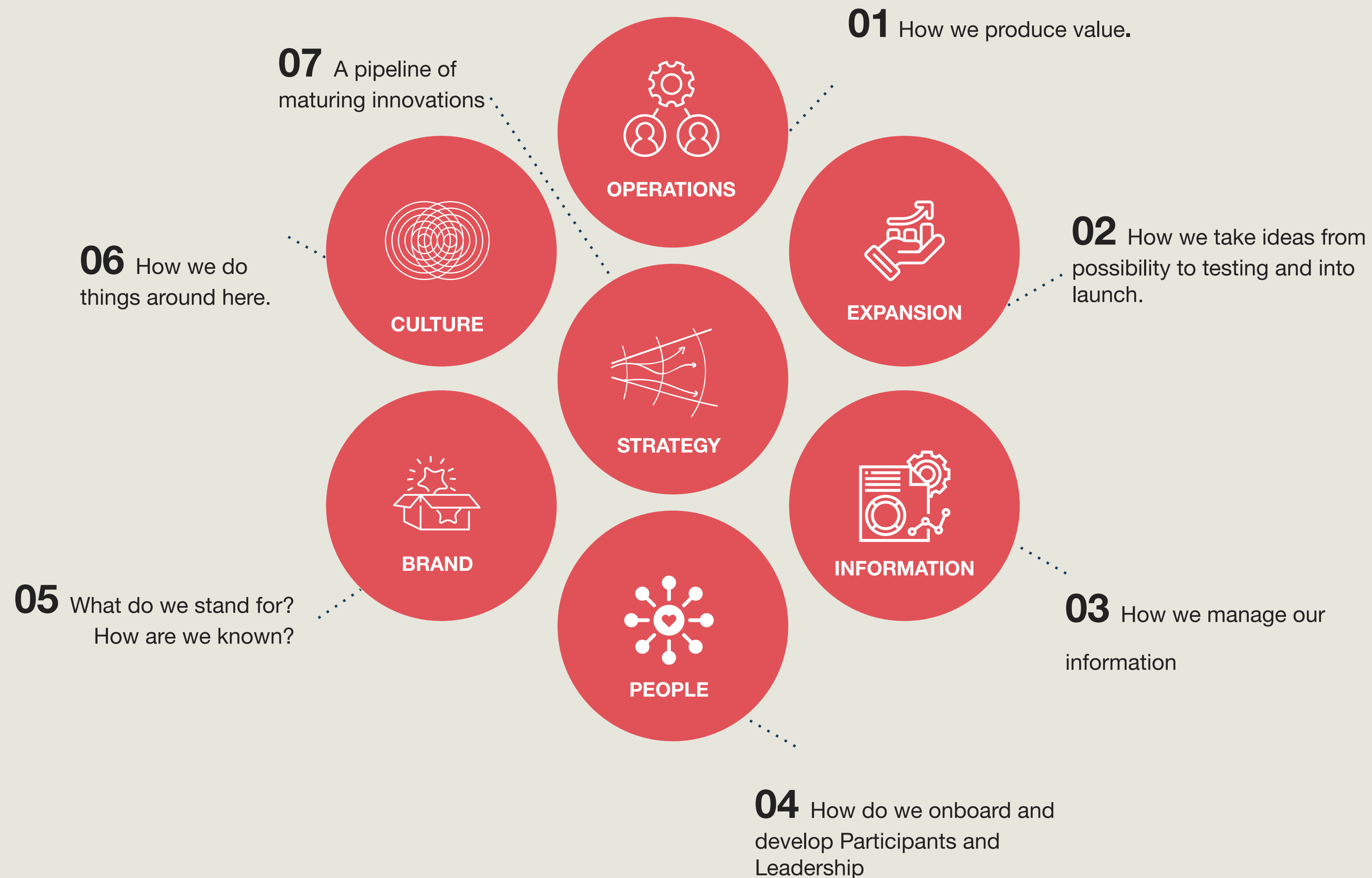
Hierarchical organizations rely on strategic plans, job descriptions and defined processes.

organizations with distributed decision making require strategic pipelines, culture, and behavior incentives to coordinate collaborative value creation.

Without purpose, a defined culture, and process for maturing and vetting ideas the organization will quickly become diffuse, stagnant and slow.

- Focus on purpose and outcomes, not antiquated structures and hierarchies
- Unlock participation in building your future across the organization
- Bring together the right people for the right decisions
- Continuously adapt your platforms and systems to serve your employees and customers

01 How we produce value.

OPERATIONS

07 A pipeline of maturing innovations

CULTURE

06 How we do things around here.

02 How we take ideas from possibility to testing and into launch.

EXPANSION

STRATEGY

BRAND

05 What do we stand for? How are we known?

INFORMATION

03 How we manage our information

PEOPLE

04 How do we onboard and develop Participants and Leadership

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CULTURE IS: *how we do things around here.*

It is passive until it is actively designed.

A strategically designed culture creates the safety, clarity and freedom required for innovation and outcome.

It determines how you solve problems, how you create together as a team, and how you treat each other as a community.

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ARCHETYPES What kind of leaders and heroes are we? Who do we need on our team. Who are our villains and allies?

PRINCIPLES What principles guide our decisions and our actions?

STORIES What are the stories we tell about ourselves and others? What narratives inspire?

LANGUAGE What are catchphrases and key vocabulary of our culture?

SYMBOLS How can we use shortcuts to trigger the attitudes and behaviors we want?

PRACTICES Repeating behaviors that ensure we are strategic and responsive to change

BRAND PROMISE What is our trajectory as a company? What what is the future we are creating and who do we promise to be?

7 ASPECTS
OF **CULTURE DESIGN**

Culture is the sum of how the network shows up.

A well designed Culture enables collaboration inside a container of coordinated autonomy and distributed decision making.

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EXPLORATION **INCUBATION** **ACCELERATION** **INTEGRATION** **OPTIMIZATION** **EXPANSION** **SUNSET**

FEEDER SYSTEMS

STRATEGY

TRENDS

R&D

STARTUPS

ECOSYSTEM INPUTS & OPEN INNOVATION

potential   *committed*   *matured*   *proven*   *improved*   *abstracted*   *obsolete*

Validation   Co-Creation   Integration   Growth Strategy   Customer Relations   Adjacent Markets

IDEATION   PROTOTYPE   MVP   PRODUCT   BUSINESS   BUSINESS LINE   ADAPTATION   INSTITUTIONAL KNOWLEDGE

INNOVATION STRATEGY
MINDSET, CULTURE & METHODS

EFFICIENCY STRATEGY
MINDSET, CULTURE & METHODS

Strategic
PIPELINE

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Why participate on SCRF?
Meta

ilikearbitrum

I came to the meta category to gain an overall u
of participating here. I didn't find much in the w
@Rich in a separate meta thread 3 :

How Can Discord Benefit SCRF
Meta

brian.alexakis

The goal of this post is to provide a discussion about how to reorganize
from Discord. Discord is meant to be a place to help this community gr
of how we shape that. Please consider this effort as a starting point of ta
our shared space.

Adding a DeSci Section to SCRF?
Meta ▪ discussion ▪ governance

Possible alternative SCRF forum and flow
Meta

jringo   7d

I could absolutely see just the curated and discussion threads working as you describe so long as there are curators
still populating the curated thread with discussion summaries.

I was thinking about a few reasons for the research thread.

As an overview, my understanding is that academia and industry *are* intended to be 'first-class'. The goal as I
understand it is to get them to SCRF to interact with products – forums, interviews, podcasts, other things – so
they can use each other in the development of technology to help make the world a better place. If this is not the
case, color me very confused, in which case @valeriespina 's post on making a more clear MVS makes a lot more
sense to me =).

I am hoping that the flow I describe enables a SCRF that can grow academia and industry membership but also
focuses on general community, which I strongly believe will attract more academia and industry than anything
else. That said, I'm not going to ignore reality which is:

SCRF has thrown around some big goals with no clear alignment on how to get there or agreement on if we even should.

- Hub for Research DAOs
- Big budgets ($2-10M)
- Breaking away from Chainlink
- International reach
- The go-to place for web3 research
- Funding large projects

What's the common thread?

What's needed:

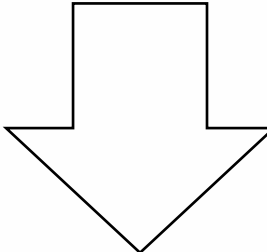**Clear Mission (purpose) and Vision**
What and why we exist; who we aspire to be

Articulated strategy
Where are we going and how can I play a part of that

Culture or Operating Principles
How do we work together around here

This is how we get to the end goal

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PURPOSE

Good purpose statements

We make real what matters **SIEMENS**

Accelerate the world's transition to sustainable energy **TESLA**

To accelerate the pace of scientific research **ResearchHub**

TED

Mission statement: Spread ideas.

Vision statement: We believe passionately in the power of ideas to change attitudes, lives and, ultimately, the world.

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Example Output:

Mission/Purpose (Most Abstract):

To make the decentralized world smarter;

To help web3 solve problems

To enable leaders to solve for the decentralized world

Vision:

We are a web3 research coordinator, functioning as an overall hub for publication, conversation, funding, and research events.

Strategy (Most Concrete):

We will achieve this through:
1. *Decentralized peer review & open-source publication*
2. *Funding independent researchers and DAOs*
3. *Creating a robust online community*

[SCRF](#)'s bold mission is to bring together researchers and builders to create groundbreaking web3 advancements through actionable research. To succeed in this quest, SCRF facilitates resource and knowledge exchange, sponsors projects, and constructs collaborative forums. SCRF is comprised of an active international network of academics, industry architects, and blockchain advocates.

Project Summary

½ Day Session

PURPOSE and VISION

Who are we?

What are we doing together?

Why join us?

What does success look like?

What does it feel like to be part of this community?

½ Day Session

MEMBER JOURNEY PARTICIPATION

What does the member journey look like and how are we measuring success?

What behavior is incentivized?

How are we keeping people from different audiences engaged?

What are we measuring?

STRATEGIC ALIGNMENT

What are we seeking to achieve?

How do we communicate our goals with the community?

How do we come together to achieve our shared goals?

How does the community evolve the goals and strategy of the organization?

Inform Output

WEBSITE DIRECTION

User priorities
User experience design
Interface direction
Develop a visual language for culture and principles

Supported by

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Community Touchpoint

Community Touchpoint

Forum Learnings
Publish learning on the Forum. Create valuable content from the experience and teach others, especially DAOs

WHO IS LUMAN

Tirza Hollenhorst

CEO

complex systems, ecology, embodiment, entrepreneurship, partnerships, leadership

Web2, and newly Web3, culture and community builders.

Where SCRF has the ideas, LUMAN can help us bring the process and framework to tie them together and lead a community to form and create value on its own.
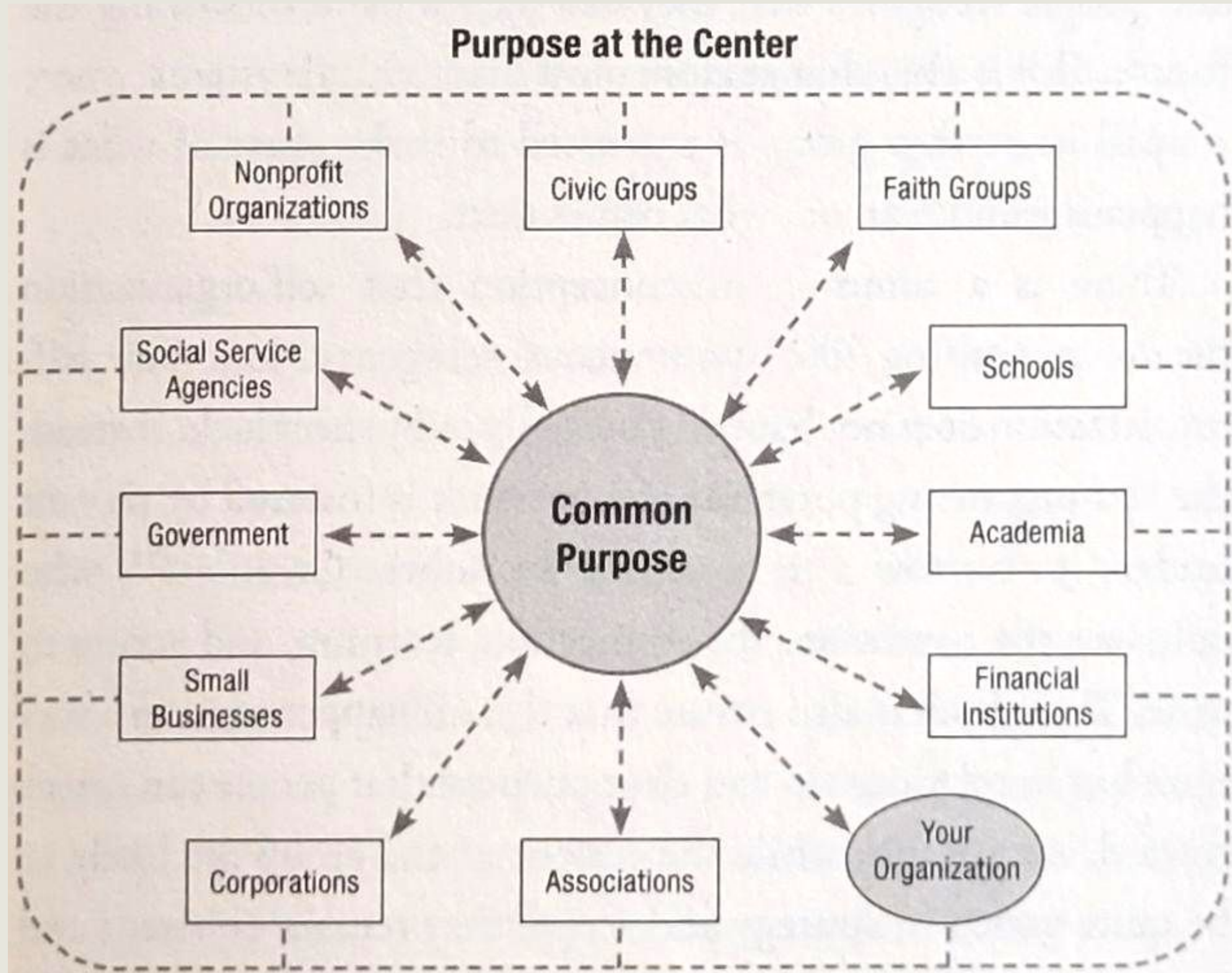
- **CREATION LEADERSHIP:** The courage to shape a better future
- **INSIGHT:** Clarity and understanding
- **EXPRESSION:** Space for self
- **TRANSFORMATION:** Commitment to continuous evolution
- **COLLABORATION:** Leveraging the collective genius
- **ACCOUNTABILITY:** If it is to be, it's up to me
- **PSYCHOLOGICAL SAFETY:** It is safe to take interpersonal risks
- **EMBODIMENT:** Practicing what we preach
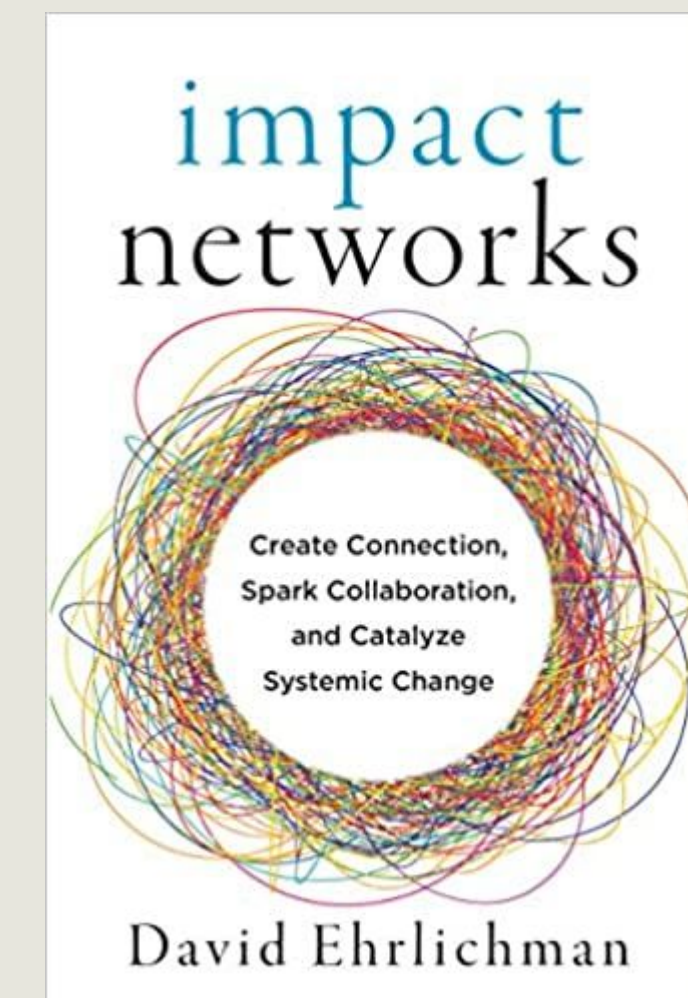- **IMPACT:** Dedication to outcomes + legacy

"Pursuit of purpose is at the center of the organization"

We will work with the core team to establish the seed culture and strategy of SCRF. We can then lead or support the socialization with the network. Once we have established the core this can guide the website UX for onboarding.

HOW IT WORKS

Purpose and Vision

One Session with Team

Establish Guiding Principles

One Session with Team

Socialize With Network

One Session with Network

Strategic Pipeline

Two Sessions with Team

Socialize With Network

One Session with Network

Website Recommendations

One Session with team
Two Sessions with webteam