THE LENS OF
MOTIVATION

Every CoP is a complex ecosystem of motivations. How might we best harness the motivations of individuals to enhance the CoP? Ask yourself:

1 What motivates members to participate?

2 Which motivations are individual and which are organizational?

THE LENS OF THE
VENUE

The spaces and sites where members interact have tremendous influence on the design of our Community of Practice. Ask yourself:

1 What type of venues (physical and/or virtual) best suit the CoP we are trying to create?

2 What elements of this CoP are in harmony with the venue(s) and which are not?

THE LENS OF
COOPERATION

Collaboration is key to the success of a community of practice. How might we ensure that the cooperation in this CoP is effective? Ask yourself:

1 Cooperation requires communication. Do members have enough opportunities to communicate?

2 Do members know each other? How might they build more connections around interests and programs?

THE LENS OF THE
PROBLEM STATEMENT

Think of the Community of Practice as a solution to your problem. Ask yourself:

1 What knowledge and resources am I looking for from the Community of Practice?

2 What knowledge and resources do I have to offer the CoP?

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THE LENS OF
RISK MITIGATION

To use this lens, stop thinking positively, and start to consider the things that could go wrong in a Community of Practice. Ask yourself:

1 What could keep this CoP from achieving its full potential?

2 How can we keep that from happening?

THE LENS OF THE
ESSENTIAL EXPERIENCE

To use this lens, stop thinking about the Community of Practice and start thinking about your experience. Ask yourself:

1 What experience do I want to have in this CoP?

2 What is essential to having a positive experience?

THE LENS OF
GOALS

To ensure the goals of the Community of Practice are appropriate and well-balanced, ask yourself:

1 What are the ultimate goals of this CoP? Are those goals clear to members?

2 Are the different goals related to each other in meaningful ways?

3 Do members have a chance to decide their own goals?

THE LENS OF
RESONANCE

How might we build on the most exciting and special parts of this Community of Practice? Ask yourself:

1 What is it about this Community of Practice that feels powerful and special?

2 When I describe this Community of Practice to people, what ideas get them really excited?

3 If we had no constraints of any kind, what would this Community of Practice be like?

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THE LENS OF
PROBLEM SOLVING

Every CoP has problems to solve. To use this lens, think about the problems members must solve to create a thriving CoP. Ask yourself:

1 What are the visible and the hidden problems that members solve in this CoP?

2 How might this CoP stay responsive to new problems that arise?

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