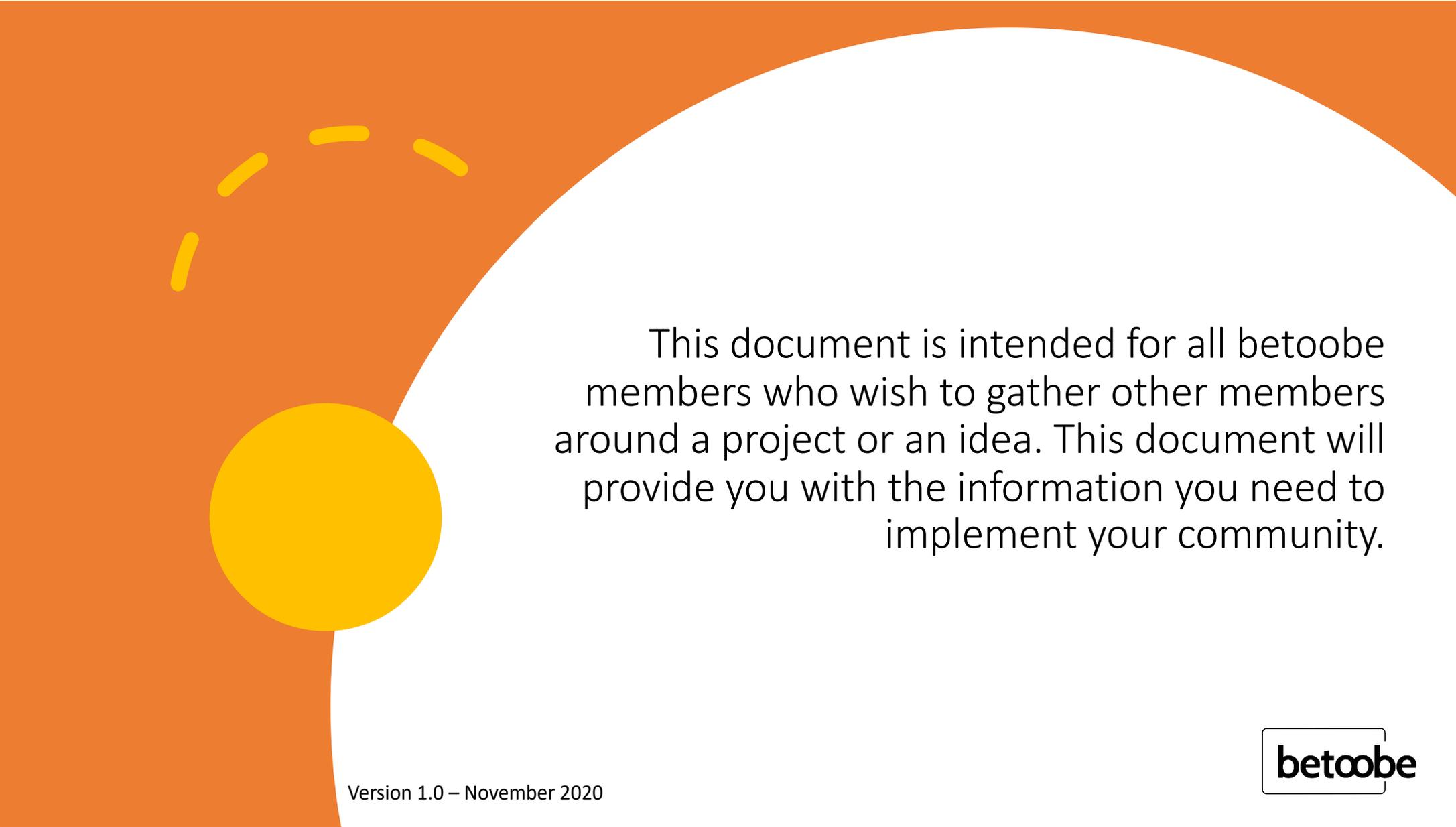


How and  
why creating  
a community

betoo



This document is intended for all betoobe members who wish to gather other members around a project or an idea. This document will provide you with the information you need to implement your community.



1. What is a  
community?

# Connecting with purpose and meaning

Each community is unique, with its personal history, common values and specific characteristics. There are communities that last a lifetime and others that last a day.

At betoobe, any member can create a community to collaborate on a business project, to define a new method, to help a member progress in his or her project or to bring together experts active in the same discipline.

Whatever the purpose and intention, it is important to go beyond simply "bringing together" people to create a community with a clear purpose, with meaning and whose members feel connected to each other.



# Mobilising the collective energy

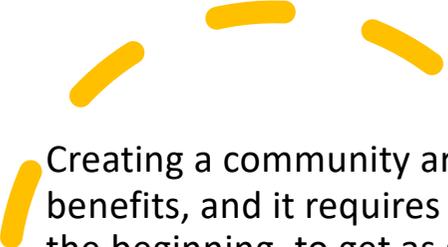
Communities come in many forms and can have a wide variety of objectives: well-being, security and growth, transfer of knowledge and practices, social change, impact on businesses.

Humans have always built communities; it is part of the way humanity has evolved.

**“There is no power for change greater than a community discovering what it cares about.”**

Magaret J. Wheatley





Creating a community around a common project has real benefits, and it requires an investment of time, at least in the beginning, to get as solid a foundation as possible and to be sustainable afterwards.

Some of the benefits of a community include:

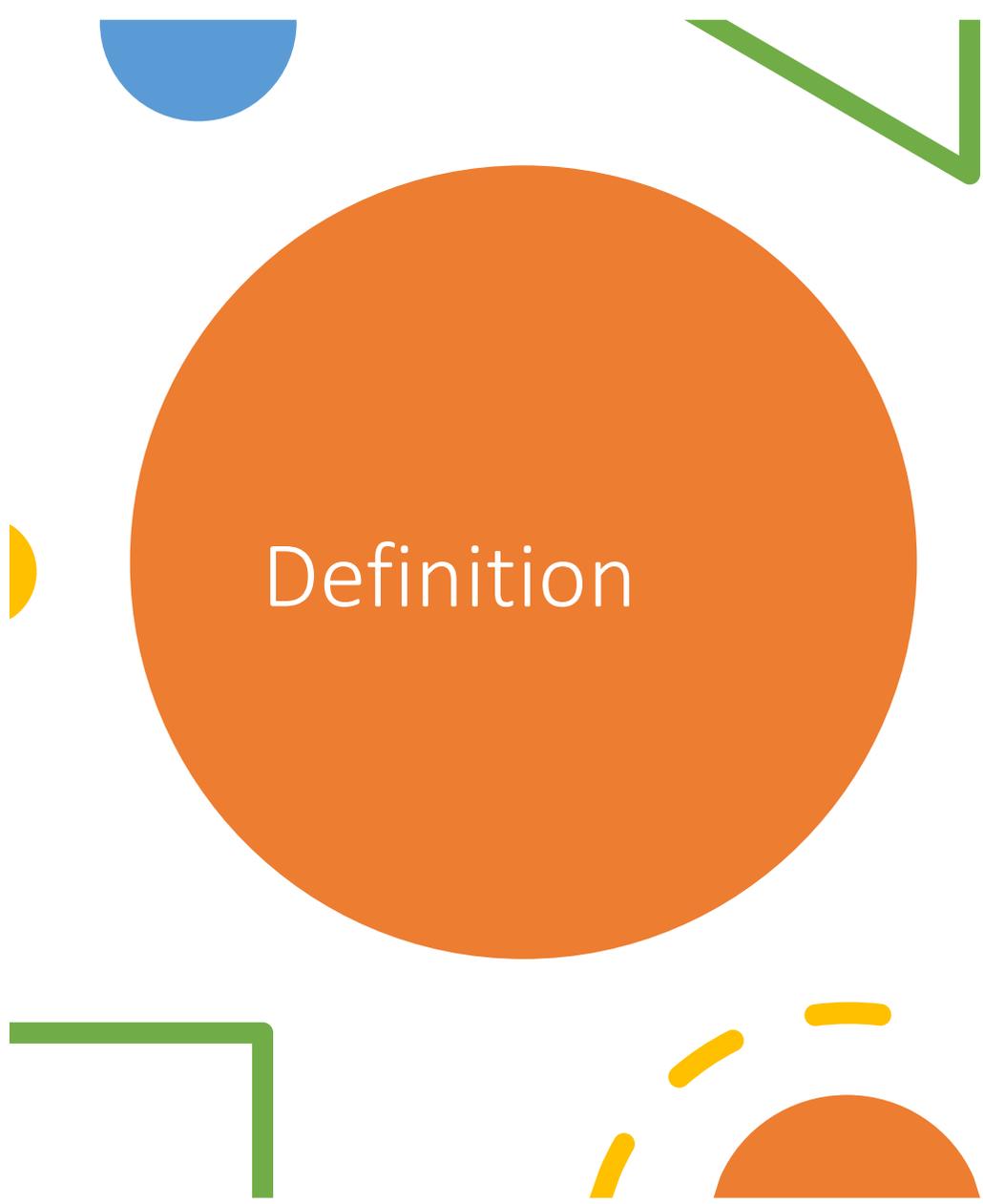
- A stronger and more powerful sense of **belonging** to a group
- A strong **proactivity** of its members which allows a progressive distancing of the promoter.
- To be able to count on a close, reliable and committed circle of people involved in a project, especially those known as ambassadors.



Benefits of a  
community



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# Definition

- A community is much more than a circle, a network or a movement; the community goes beyond connection to generate **collective action**. It is about collectively creating impact and producing results.
- A community is a group of people united by the same **vision** or circumstances and who take collective action to achieve a **common goal**.

# A community is much more than networking

## COMMUNITY

### NETWORK



Members share a sense of **belonging**.



Members can easily **connect**.



Members must constantly **learn** new things.



members can build their reputation through their contributions

**betoo**e



A **passion**, a **goal** or a common **interest** that gives the will to act together in this direction



A **concrete impact** on the members made possible by concrete actions of the group with a possibility to measure the evolution



A feeling of trust between members made tangible by a set of **values**, a **framework** for action and **learning** that allows everyone to evolve and grow.

## Key principles of a community

For a community to exist, it must first be able to bring together 3 key elements



A community is created and grows gradually, in particular thanks to key people called ambassadors (= those who will embody and promote the common project from the outset) and "followers" (= those who trust the ambassadors and in turn take on the responsibility of embodying the community project).

At the beginning, it is therefore important to be able to identify these ambassadors, to equip them to be able to gather other people around them who will become their followers, some of whom will themselves become ambassadors.





## 2. Community pillars

## 2.1 Identity & purpose

### **Community members share a sense of belonging**

The challenge is to meet the objectives of the community but also those of its members in order to perpetuate their commitment.

#### **Questions to ask**

- What connects community members?
- Who is part of the community? (perimeter)
- What is the vision? What is the mission?
- What are the goals of the community? and of the members?
- What is the identity to develop a sense of belonging?



## 2.2 Connections

### **Community members can easily connect with each other and share a common goal**

- The community is based on connections that would never have been created without it.
- The connections can be :
  - online: connecting virtually to reach everyone more easily
  - offline: more qualitative and potentially more sustainable relationship
- Events are a tool to accomplish the mission. It is a way to make an impact together.



## 2.3 Learning & activities

### **The experience of community members must be constantly enriching**

A community is based on two essential factors: a common **passion** and continuous **learning** for its members. Once connected, they will make a long-term commitment if their experience is constantly active, enriching and progressively empowered.

#### **Questions to ask :**

- What actions unite the members of the community?
- How does the learning process of community members materialise?
- How do the proposed activities enable members to enrich and grow?



## 2.4 Valuation & engagement

### **Members can build their reputation through their contributions to the community**

Beyond betoobe values (solidarity, openness, collaboration, sharing), what are the values that you would like to see emerge within the community?

What actions can you take so that the contribution of members is recognised and contributes to building their reputation through participation in the community?

In a sustainable and active community, members are able to build their reputation through their contributions.

#### **Questions to ask :**

- How do we facilitate members' contributions?
- What types of contributions are valued within the community?
- How are members' contributions valued within the community?



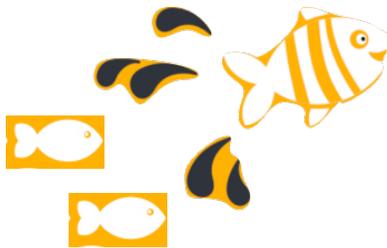


### 3. Developing a community



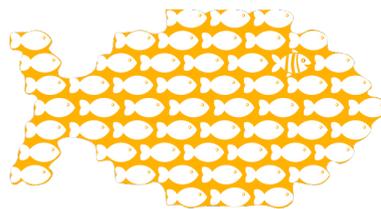
**Launch**

“I do it myself”



**Movement**

“I do with”



**Consolidation**

“I have it made”

The objective is to gradually make the community sustainable by ensuring the autonomy of its members.

# 4 stages in the development of a community

**The community will be built on the commitment and autonomy of its members**



## 1. Lack of commitment

- The promoter is joined by a few members who do not (yet) contribute.
- The members have joined for the idea itself and/or out of friendship for the promoter.



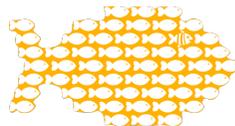
## 2. Movement

- Members begin to contribute, often by imitating the promoter or an 'influential' member (who may become an ambassador). These potential ambassadors will help the community to grow.



## 3. Mobilisation

- The members are mobilised and contribute proactively to the project.



## 4. Consolidation

- The community is mature, sustainable and autonomous.

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## Phase 1 – Shared purpose

Key words: Desire and simplicity

The first step is to gather members around a project:

- creating commitment
- by materialising the collective project

Our advice:

- be convinced yourself! It's the best way to make your first followers believe in it as much as you do!
- Give your project an identity: name, visuals, create a collective movement that makes the first people who are part of it proud.
- Make the movement and the common identity visible in a simple way.
- Take great care of its 1st "followers", the people who are most involved at the beginning because they will be your best ambassadors, and will help develop the project with you.



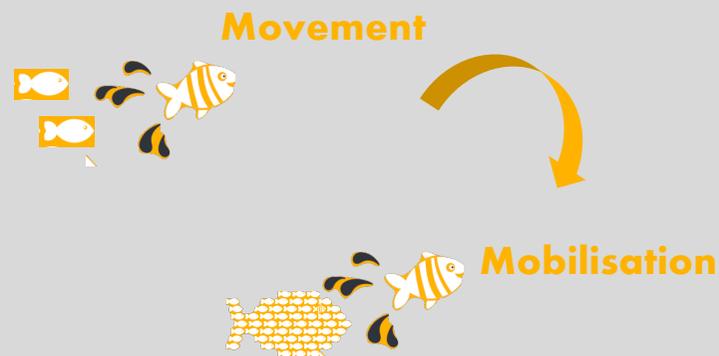
## Phase 2 - Framework

Key words: sharing  
and impact

The second step consists of **structuring** the movement, coaching the first members in order to guide them in the development of the project.

Our advice:

- Creating trust
- Be able to demonstrate the 1st impacts
- Further develop the connection between members
- Multiply the activities, in various formats
- Emphasise the individual valuation of members in terms of their contribution
- To equip members in such a way as to empower them in their actions



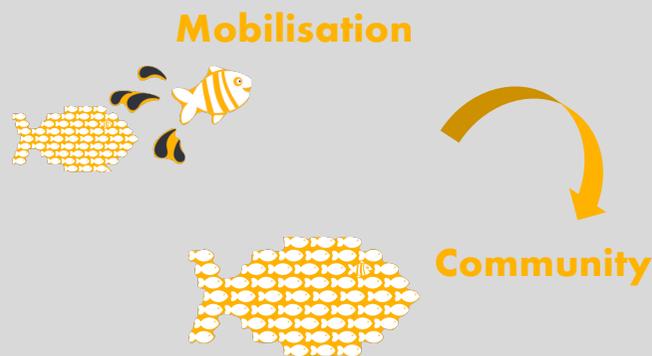
## Phase 3 – Structuration

Mots clés: rituels  
et autonomie

The third step is to  
empower the members in  
their contribution to the  
project.

Our advice:

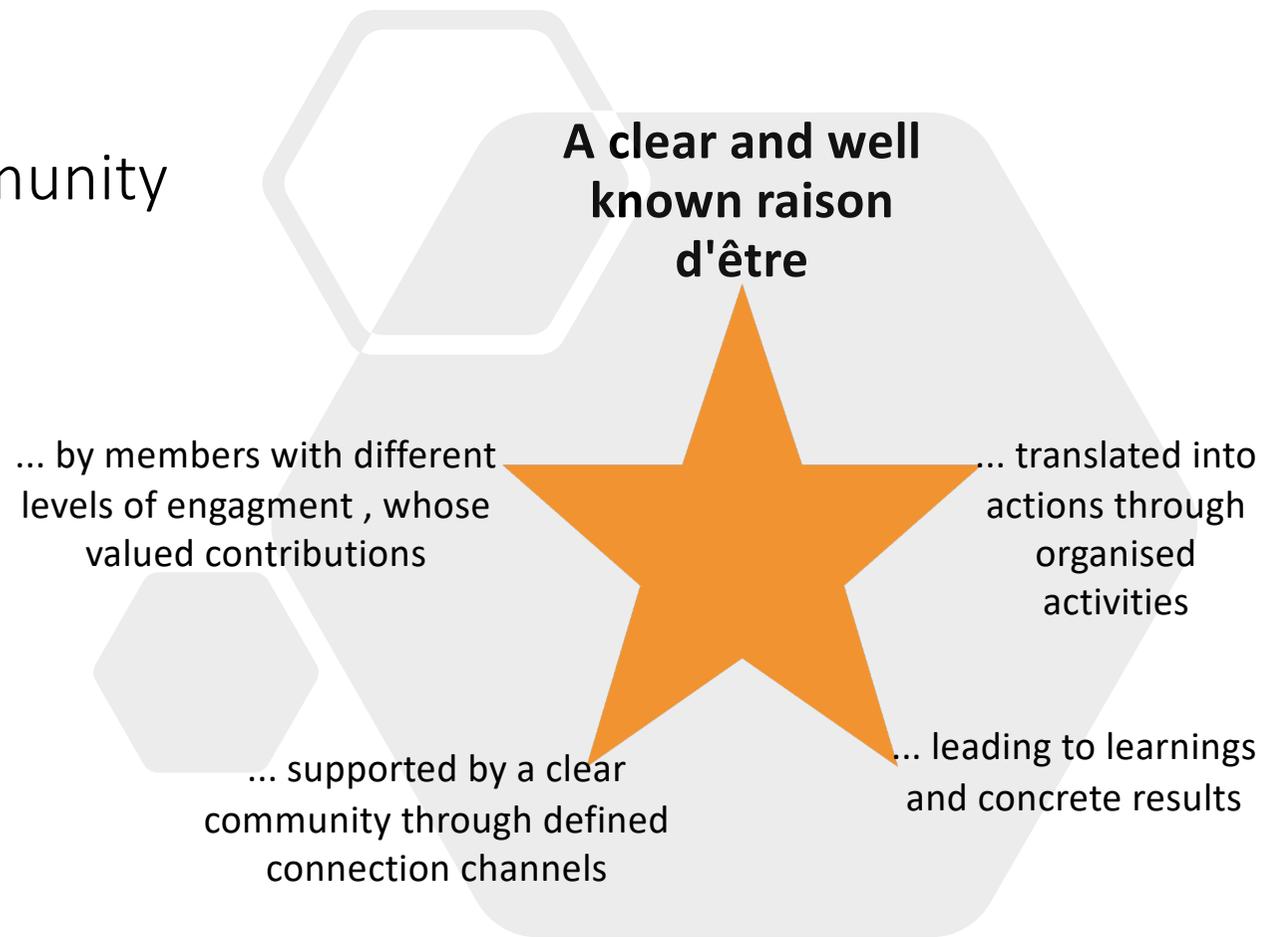
- Ritualise by creating rituals adopted by the community while leaving space for creation at the initiative of the members.
- Valuing behaviours that indicate a proactive contribution by members.
- Governance: ensure transparency on the project, which becomes a collective and collaborative project in which everyone must find their place.
- Letting go and humility: Never believe that you have total control over the community.
- Work on indicators that will allow you to monitor the evolution of your community.





## 4. Resources

# Outline of the main components of the community



## Additional resources

- Canvas – Create and animate my community
- Canvas – Establish the profile of my community member





You now have in hand all the  
elements to create your  
community within betoobe

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**EXCEL TOGETHER**



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