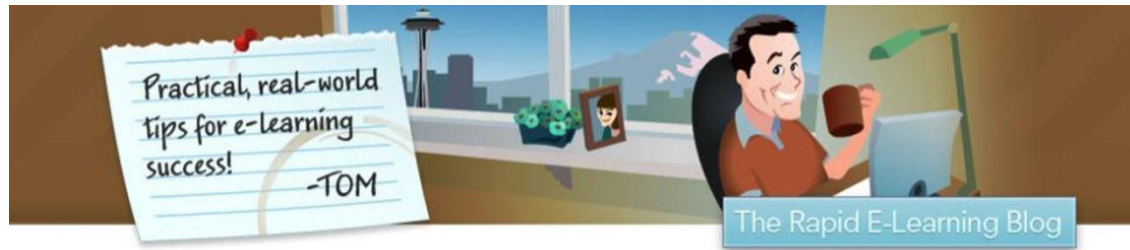


growing
**Shared Practice
Community**

**Tom Kuhlmann
Articulate**



twitter



@tomkuhlmann



tkuhlmann@articulate.com

BLOG



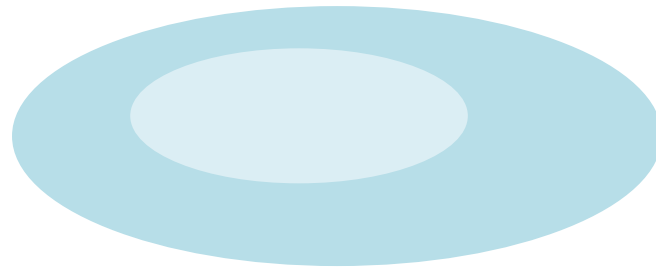
<http://www.articulate.com/rapid-elearning/>

Communities Are Natural

Communities Can Be Nurtured

“learning together”

1 Drawn to community by expertise



experts

new learners

2

People share what they know and learn from each other.

“not technology”



people



technology

“not the same”

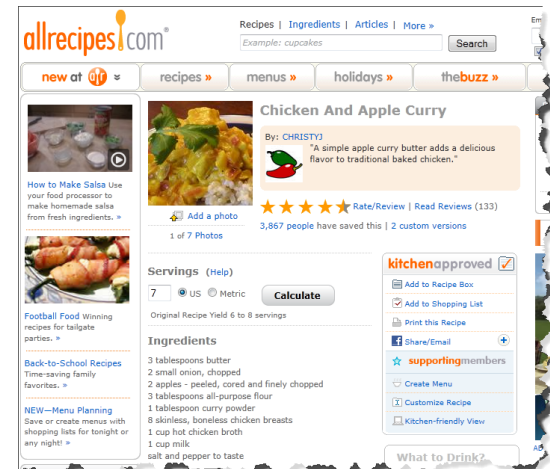
The new Articulate Studio '09.
Get the best e-learning products in one great package.



How to...



Hobby



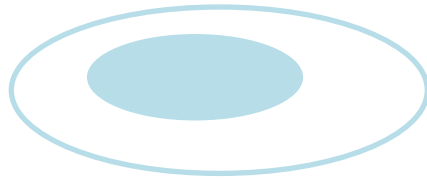
Help

“the truth”

5% are

conversing &

/
active

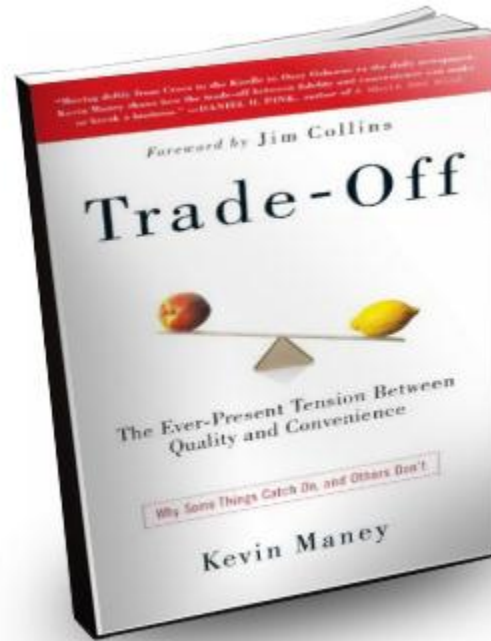
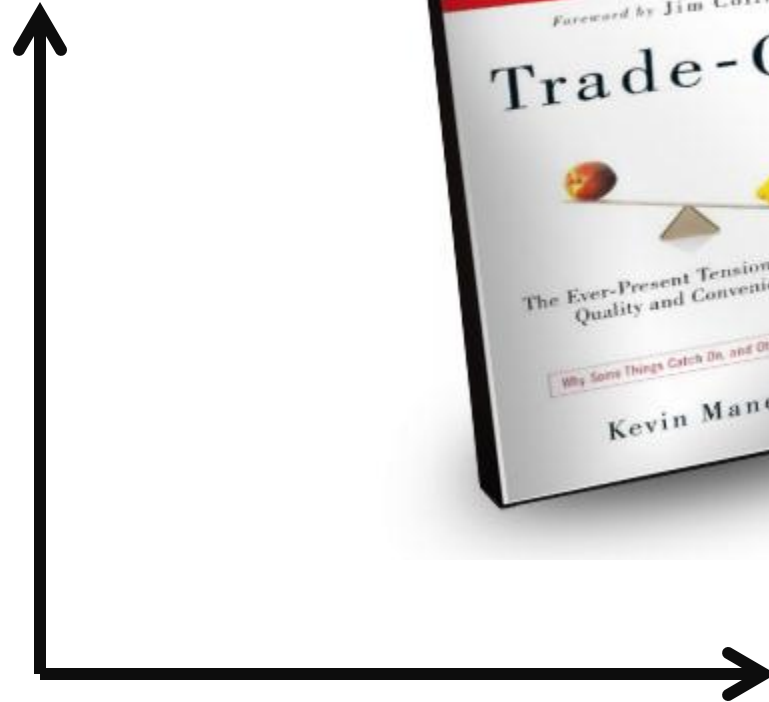


– 95% just

want quick tips

& tricks

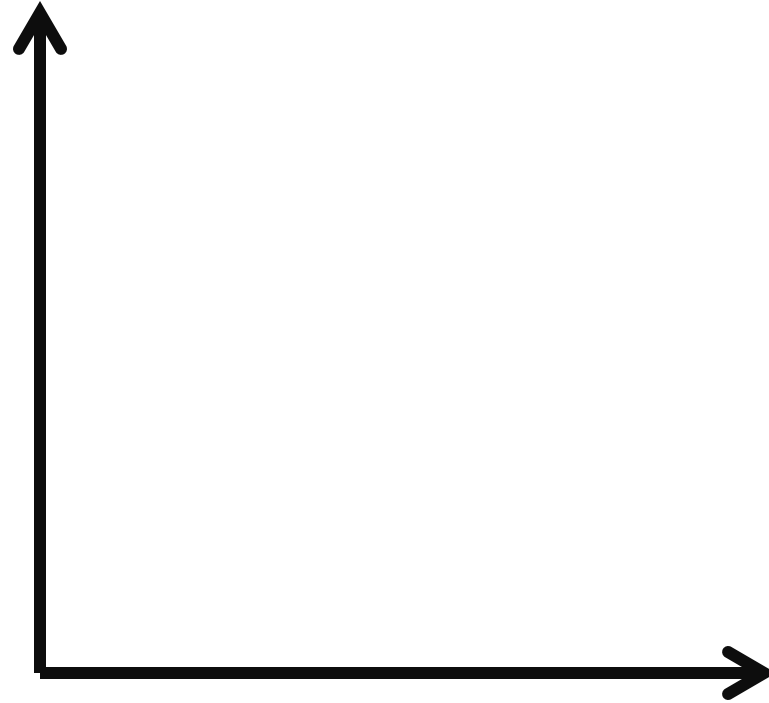
High fidelity



Convenience

5%

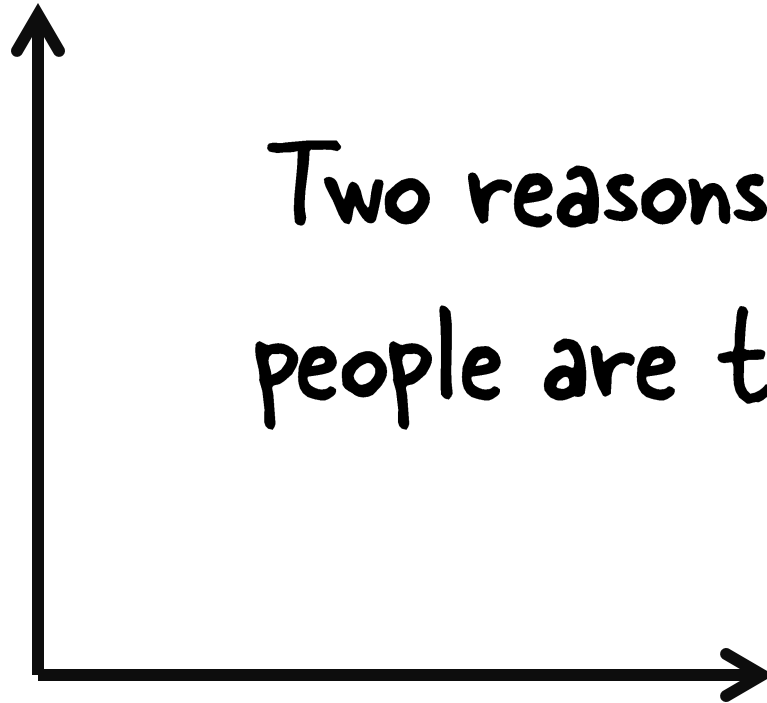
want to belong



95%

want free & easy help

Want to Belong
(fidelity)



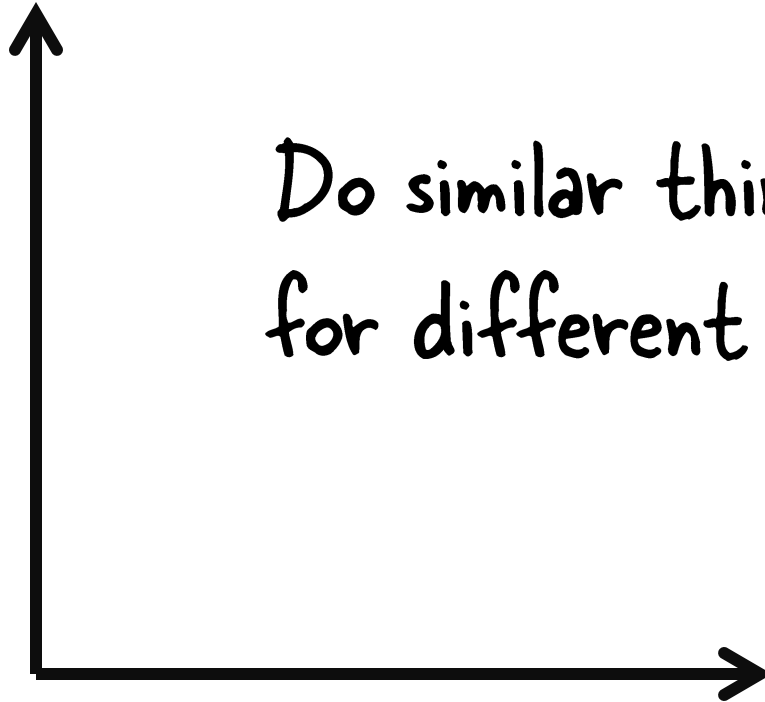
Practical Help
(convenience)

“two products”



Status symbol

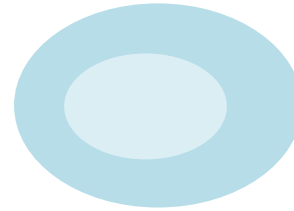
Do similar things but
for different reasons



Cheap way to make calls

“two strategies”

Community
Experience

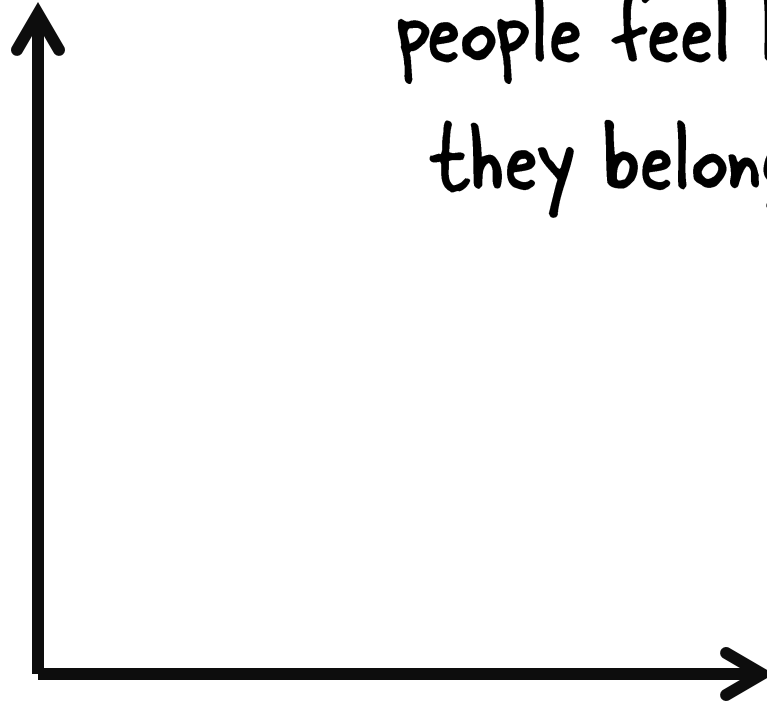


Two different
products

Practical help

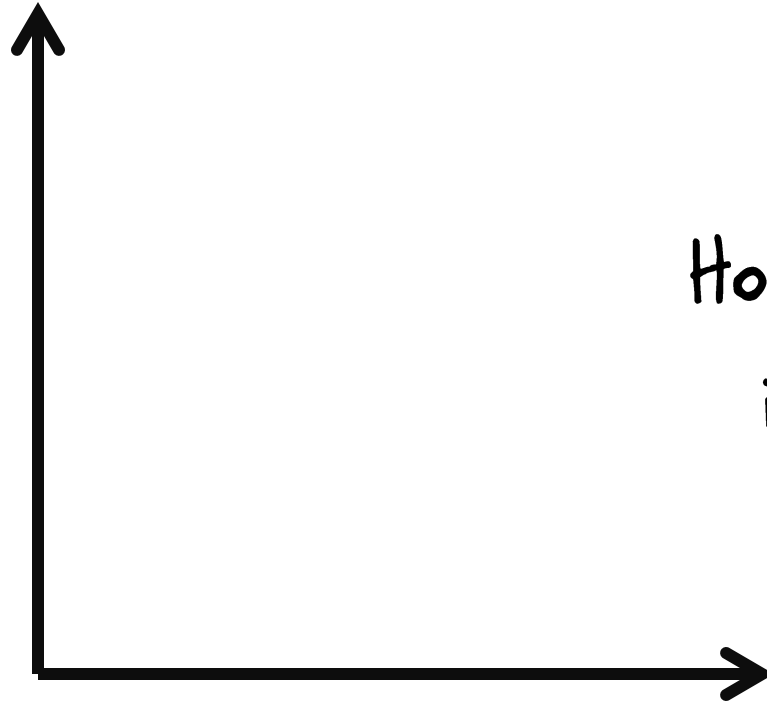
Community
Experience

How do you help
people feel like
they belong?



Practical help

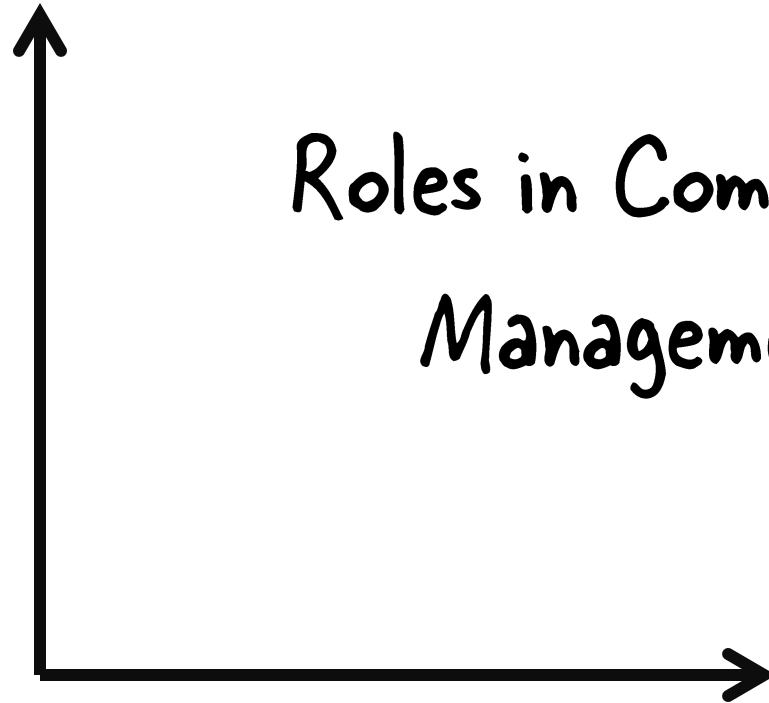
Community
Experience



How do you make
it as easy as
possible?

Practical help

Connector



Curator

“things you can do”



Community is organic



Technology is the
Structure

What is your fruit?

#people?

#tips?

#experts?

#conversations?

#resources



Community happens here



- negative comments
- erratic norms
- forced community

Model the
experience



Scalability

EXAMPLE:



Shared practice community for trainers to learn how to build courses with the Articulate software.

People willing
to learn
together

95% & 5%
still true

Scheduled:
- learning
- practice
- feedback

Engages the 5% and
pulls in the 95%

Place for shared
artifacts &
safe space

Groups: resources, tutorials,
discussions, archives

EXAMPLE:



Engaged
everyone

Opportunities to
meet, share, and
get value

Archive of
resources

Practical Tips to Get Started

- Set the norms
- Be flexible & keep it organic
- Create a way for people to get what they need quickly without a bunch of rules (95%)
- Create a place for MVPs to be MVPs (5%)
- How can YOU share your expertise? (You)

“questions?”