

## **Workshop: Energizing CoPs for Competitive Advantage through Brand Building and Innovation Practice**

**Situation:** You have successfully launched several Communities of Practice (CoPs) in your organization. The CoP Toolkit was a great primer for both self-organizing informal CoPs and formally sponsored CoPs. You are now ready to move to the next level i.e. leveraging these communities of practice for strategic advantage. To do this, you want to:

- empower senior managers to foster innovation in each CoP ;
- develop in senior managers an “outside in” perspective and mechanisms for sharing this with the CoP membership;
- energize senior managers to facilitate internal brand-building through their active participation in the CoPs.

In this two day workshop, we develop, together with the participating senior managers, a strategy for integrating brand-building into the CoPs.

### **The Process**

During the two day workshop, a Platform for Cohesive Action: “The [Company] Way” will be documented as it unfolds. Each participant will leave at the end of Day Two with a draft copy of the comprehensive Action Platform developed during the session.

The workshop will include role plays for coaching senior managers in CoP facilitation techniques, using actual company success stories as the foundational material.

### **Deliverables:**

Two Day Workshop

Platform for Cohesive Action (Delivered at the end of Day Three)

Follow-up Impact Evaluation (6 weeks after workshop)

**Value Proposition:** Elevate the senior managers, CoP sponsors, and CoP champions’ strategic view of the role of CoPs in the organization through a collaboratively developed *Platform for Cohesive Action* focused on brand-building through innovation practice.

### **For further information:**

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