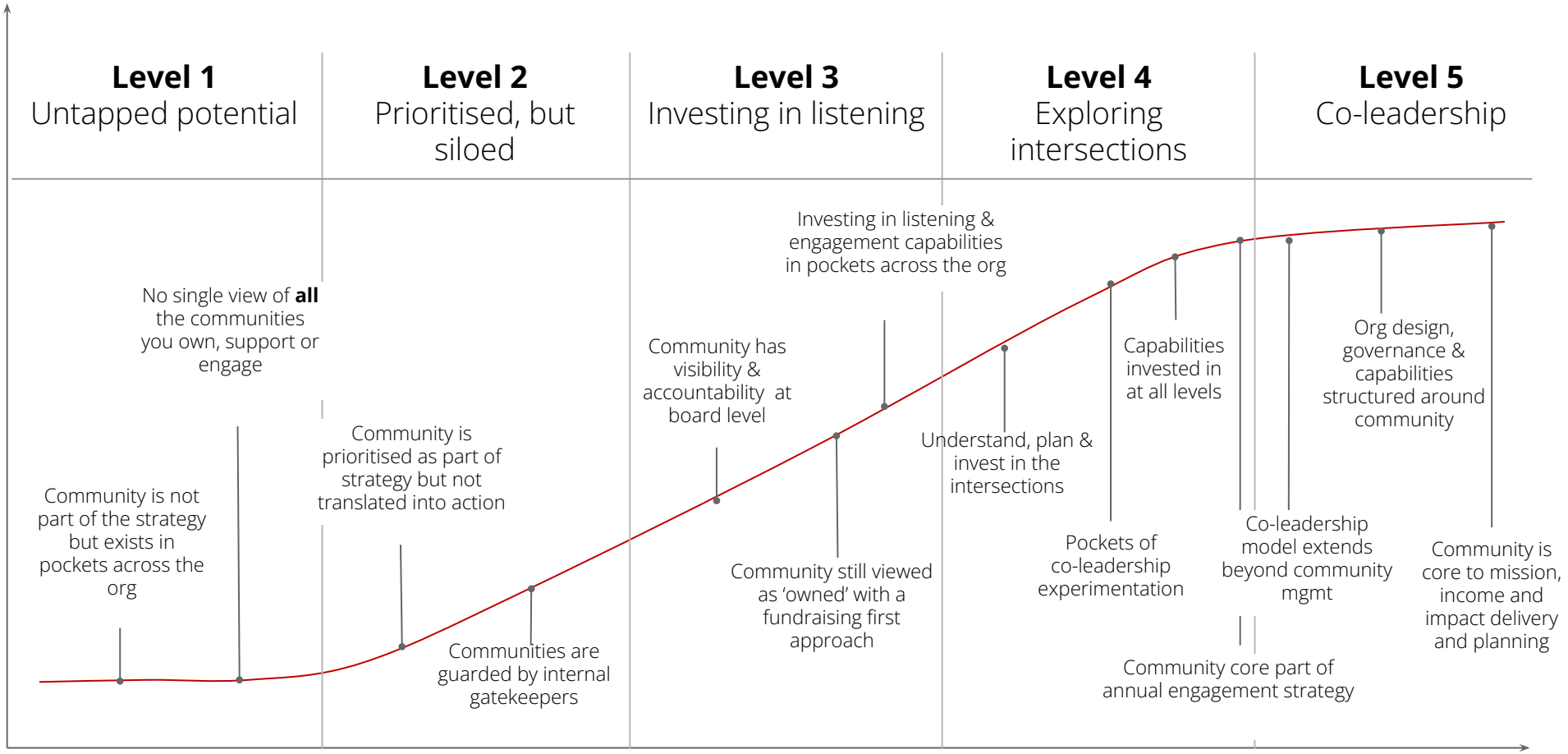
Community Maturity Curve

GOOD FUTURES
FROM GOOD INNOVATION



ACTION: Align on what community really means and what could it potentially deliver in the long term.	**ACTION:** Start to map your communities, and the skills you already hold. Where are your audiences and where are the audiences you're not reaching?	**ACTION:** Start to co-create to understand and unlock unique communities. What do you need to let go of, so the community can have agency to create?	**ACTION:** Create safe spaces to experiment & protect those initiatives from org KPIs. Design appropriate governance & control mechanisms.	**ACTION:** Use the mechanisms created for co-leadership to extend to other areas of innovation.