

VISION	DEFINE	ESTABLISH	IMPLEMENT
	Raison d'être and community purpose	SMART objectives aligned with community goals	Reviews to update community vision and objectives to stay relevant
Planning Priority Step	1	TBD	TBD
Deliverables	Community charter	Strategy document with max. 5 high-level objectives	5 minutes storytelling community pitch
Actions	Organise appreciative inquiry workshop to align	Run strategy session to set achievable and relevant goals	Conduct storytelling workshop and review meetings to reassess and update the community's vision and objectives
Run steps [x] in Community Playbook Board [y]	1-4, Vision, p. 39	5-7, Vision, p. 39	8, Vision, p. 39
Roles in the Room	Community Sponsors, Community Managers, Founding core group members	Community Sponsors, Community Managers, Founding core group members	Community Sponsors, Community Managers, Founding core group members
Needed Competences	Strategic Planning and Foresight, Integrated Policy Engagement, Participatory Facilitation, Content Strategy and Editing	Project Management, Human Resources and Finances, Strategic Planning and Foresight	Brand Management and Partners, Content Strategy and Editing, Multimedia Production
Expected effort (FTE%)			<i>Bi-annual meetings</i>
Status (%)	0%	0%	0%
Space for Comments			

GOVERNANCE	DEFINE	ESTABLISH	IMPLEMENT
	Stakeholder map and community ecosystem	Transparent and inclusive community decision-making processes	Risk-free communication and collaboration mechanisms among community members and stakeholders
Planning Priority Step	2	TBD	TBD
Deliverables	RAPID stakeholder map	Explicit terms of reference	Community participation guidelines/ etiquette
Actions	Select and assess stakeholders for the responsibility assignment matrix	Develop a clear, flexible, inclusive and fair community operational model	Meet with members to establish connections to encourage learning by doing without risk of failing
Run steps [x] in Community Playbook Board [y]	1-4, Governance, p. 49	5-8, Governance, p. 49	9-12, Governance, p. 49
Roles in the Room	Community Managers, Founding core group members	Community Managers, Core group members	Community Managers, Community members
Needed Competences	Human Resources and Finances, Strategic Planning and Foresight, Brand Management and Partners	Project Management, Community Management, Content Strategy and Editing	Community Management, Content Strategy and Editing, Multimedia Production
Expected effort (FTE %)			<i>Monthly checks</i>
Status (%)	0%	0%	0%
Space for Comments			

LEADERSHIP	DEFINE	ESTABLISH	IMPLEMENT
	Leadership and sponsorship roles and responsibilities	Who needs to be in the core group and set expectations	Strong leadership and sponsorship participation and feedback mechanisms
Planning Priority Step	3	TBD	TBD
Deliverables	Leadership roles and responsibilities agreements	Core group mandate	Leadership feedback dashboards, reports, surveys
Actions	Define and assign <i>driver, promoter, investor</i> roles and secure their buy-in	Identify core group members and define expectations	Implement leadership check-ins to collect feedback on vision through metrics
Run steps [x] in Community Playbook Board [y]	1-3, Leadership, p. 58	4-6, Leadership, p. 58	5, Leadership, p. 58
Roles in the Room	Community Sponsors, Community Managers	Community Managers, Core group members	Community Sponsors, Community Managers
Needed Competences	Project Management, Human Resources and Finances, Brand Management and Partners, Community Management	Project Management, Participatory Facilitation, Community Management	Strategic Planning and Foresight, Community Management, Analytics and Reporting
Expected effort (FTE %)			Bi-monthly checks
Status (%)	0%	0%	0%
Space for Comments			

CONVENING		DEFINE	ESTABLISH	IMPLEMENT
		Convening formats based on the community's preferences	Convening opportunities for the community	Boundary-spanning community gatherings to facilitate networking and knowledge sharing
Planning Priority Step		4	TBD	TBD
Deliverables		Convening strategy	Event calendar and participant guidelines	Community testimonials and inspiring focus sessions
Actions		Survey members to identify preferred formats and frequencies for conversation, connection, and communication	Plan and schedule regular and special events aligned with agreed community learning goals	Organise cross-functional and cross-community events
Run steps [x] in Community Playbook Board [y]		1-2, Convening, p. 65	3-5, Convening, p. 65	6, Convening, p. 65
Roles in the Room		Community Managers, Community members	Community Managers, Core group members	Community Managers
Needed Competences		Strategic Planning and Foresight, Community Management,	Strategic Planning and Foresight, Brand Management and Partners, Community Management	Participatory Facilitation, Community Management, Content Strategy and Editing, Multimedia Production
Expected effort (FTE %)				<i>According to community frequency</i>
Status (%)		0%	0%	0%
Space for Comments				

COLLABORATION	DEFINE	ESTABLISH	IMPLEMENT
	Coordination and cooperation processes to ensure efficient delivery of artefacts	Mechanisms for sharing resources, expertise, and good practices	Community incentives to enhance willingness to work together
Planning Priority Step	5	TBD	TBD
Deliverables	Collaboration and cooperation roadmap	Collaboration guidelines, templates, and toolkits	Community recognition programme
Actions	Specify co-created deliverables, required expertise and methods	Scope roles, steps and the consultation/ validation process (Who, When, How)	Coordinate members' work towards delivering on the objectives agreed
Run steps [x] in Community Playbook Board [y]	1-5, Collaboration and cooperation, p. 71	6-7, Collaboration and cooperation, p. 71	8, Collaboration and cooperation, p. 71
Roles in the Room	Community Managers, Core group members	Community Managers, Core group members	Community Managers
Needed Competences	Human Resources and Finances, Strategic Planning and Foresight, Integrated Policy Engagement, Content Strategy and Editing	Project Management, Integrated Policy Engagement, Community Management, Content Strategy and Editing	Brand Management and Partners, Community Management, Multimedia Production
Expected effort (FTE %)			<i>Ongoing implementation</i>
Status (%)	0%	0%	0%
Space for Comments			

COMMUNITY MANAGEMENT	DEFINE	ESTABLISH	IMPLEMENT
	Platforms, channels, and content for engaging community interactions	Synchronous and asynchronous / online and analog exchange opportunities	Practices to encourage and facilitate active participation and outreach
Planning Priority Step	TBD	TBD	TBD
Deliverables	Engagement strategy and community manager role	Engagement roadmap	Facilitation plan
Actions	Outline tasks and activities for: who (audience), where (platform), how (style), when (fit)	Design task-oriented activities and conversation topics defining per key activity and criteria of success	Design according to participatory leadership or the art of hosting approaches
Run steps [x] in Community Playbook Board [y]	1-2, Community management, p. 79	3, Community management, p. 79	4-5, Community management, p. 79
Roles in the Room	Community Managers, Core group members	Community Managers	Community Managers
Needed Competences	Strategic Planning and Foresight, Community Management, Content Strategy and Editing	Strategic Planning and Foresight, Brand Management and Partners, Community Management, Content Strategy and Editing	Participatory Facilitation, Community Management, Multimedia Production
Expected effort (FTE %)			<i>Ongoing adjustments</i>
Status (%)	0%	0%	0%
Space for Comments			

USER EXPERIENCE	DEFINE	ESTABLISH	IMPLEMENT
	Ways to capture the needs and expectations of community members	User-friendly digital tools, processes, and ways of working	Support loops to adapt community design and activities
Planning Priority Step	TBD	TBD	TBD
Deliverables	Community personas mapping	(Digital) Platform setup and events infrastructure	User experience feedback system
Actions	Map community personas, user needs, and pain points	Establish the environment in which the community can work best together	Implement regular check-ins, adaptation processes and revision mechanism for community activities
Run steps [x] in Community Playbook Board [y]	1-3, User experience, p. 86	4-6, User experience, p. 86	7, User experience, p. 86
Roles in the Room	Community Managers, Core group members	Community Managers, Core group members	Community Managers
Needed Competences	Strategic Planning and Foresight, Community Management, Analytics and Reporting	Human Resources and Finances, Community Management, Web Development and Support, Data Management and Security	Participatory Facilitation, Community Management, Content Strategy and Editing, Web Development and Support
Expected effort (FTE %)			<i>Regular monthly follow-ups</i>
Status (%)	0%	0%	0%
Space for Comments			

MEASUREMENT	DEFINE	ESTABLISH	IMPLEMENT
	Assessment metrics for community vitality and progress towards objectives	Improvement areas to inform future decision-making	Evaluation checkpoints for levels of community engagement and satisfaction
Planning Priority Step	TBD	TBD	TBD
Deliverables	Evaluation criteria, metrics and KPIs	Community stock-taking report including tangible results, behaviours, and stakeholders	Evaluation and satisfaction focus groups, surveys, trend interviews
Actions	Define what success looks like (qualitative and quantitative) and how it will be measured	Measure the community "Are you on track with your mission/vision?" and learn from those measurements	Set up and maintain regular evaluation checkpoints to analyse what worked/did not work and why
Run steps [x] in Community Playbook Board [y]	1-2, Measurement, p. 94	3-7, Measurement, p. 94	8-9, Measurement, p. 94
Roles in the Room	Community Managers, Core group members	Community Managers, Founding core group members	Community Managers, Community Sponsors
Needed Competences	Project Management, Strategic Planning and Foresight, Integrated Policy Engagement, Analytics and Reporting	Project Management, Strategic Planning and Foresight, Community Management, Analytics and Reporting	Community Management, Content Strategy and Editing, Analytics and Reporting, Web Development and Support
Expected effort (FTE %)			<i>Bi-monthly evaluations</i>
Status (%)	0%	0%	0%
Space for Comments			