

Grassroots Learning Community

Framework

**STARTUP
OR
START OVER**

REINVENTING THE ENTERPRISE

Overview

Grassroots Learning Community

Very often companies have some sort of learning and continuing education program in place, but it's often at a very high level and very broad for the whole organization. Starting a grassroots effort to bring together a smaller group within your immediate function area can be an excellent way to both enhance your visibility in the organization as well as create a culture of continuous learning.

Actions

- Build a community around your niche topic
- Build a content site or portal for your community as a destination for resources
- Facilitate “Lunch & Learns” on topics in your niche and invite others within the organization
- Share and grow your grassroots effort by continuing to reach out within the organization to make others aware and share knowledge

Community

Collaboration and Communication

Get people involved in sharing by leveraging any sort of already in place collaboration platform at your company. Start a group. Invite others. Start out by talking about things related to your niche area, whatever that may be.

Ideas

- Use Yammer, SharePoint, MS Teams, Slack, or other more social communication platforms
- Create a “brand” for your community, one that can be leveraged internally and has meaning
 - Create a logo, a mission statement, etc...
- Recruit a few other key members within your team or close to your function area to assist with organizing
- Start with a broad idea, and refine as you go...

Portal

Central Hub for Resources and Information

This may or may not be the same as the community platform. For instance, you might want to have a central location to send everyone to view content that you've published or shared within your community that is outside of the collaboration channel. For example, if you have a SharePoint Team site as your primary destination – you may collaborate within MS Teams. The goal is to have some landing spot where you can post all of the content in a way that is easily discovered.

Ideas

- Blog posts, articles, links, or white papers that others might find useful
- Post links to recorded Lunch & Learn sessions for those not able to join in person
- Communications about upcoming events, calendar schedules, etc...
- There are many opportunities!

Lunch & Learns

This is a great way to share information related to your niche. You can create and host content yourself, recruit others, or reach out to partners that your company works with to give presentations on interesting topics that add value to your community.

Ideas

- Internal teams can present projects that they are working on
- Raise awareness of key future looking topics in your niche, for example if it's related to Software Development – you could talk about new and upcoming technology topics
- Leverage Partners and Experts – if you work with a certain partner company in some area of your business, ask the partner to sponsor a Lunch & Learn and present content
- Record the Lunch & Learns via Zoom / WebEx / MS Teams – so that you can post the recordings on your Portal and reuse the content in the future as well as build a library of learning resources
- The opportunities are endless!

Next Steps

This deck is just a quick summary of some of the content that was discussed in the Grassroots Learning Community podcast episode.

1. Brainstorm on how you can add value within your team / group
2. Make an outline of potential topics, and start recruiting a few people to help out
3. Start with Lunch & Learns first to gain momentum
 - Then form a community, using that to communicate and collaborate
 - Add a portal (optional) if you find value in centralizing resources
4. Just do it!

THANK YOU!

info@startuporstartover.com

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