

Grow & Inspire Community Engagement



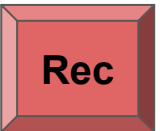
Mountain of Engagement

Discovering pathways & patterns of
engagement in your work

Slides from Malvika Sharan

Adapted from the version compiled by Chad Sansing (Mozilla Open Leaders)

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Community Members

I started by fixing a small bug on their website, now I am their regional head.

I want to find the right task & resources to use my time

I want to move to the next level of leadership.

I want to move to the next level of participation.

I promote this community because I like what they do.

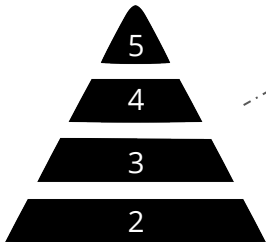


mountain

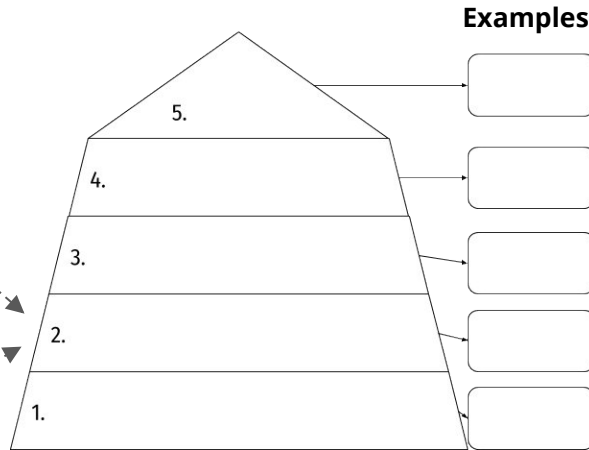
5 steps of Mountain of Engagement



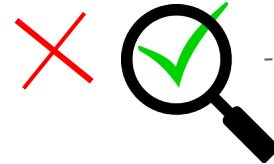
1. A list of people's interactions within your community



2. 3-5 deepening bands/levels of engagement



3. Group your interactions into these bands and give each band a name



4. Identify what works and what doesn't work.



5. Prioritize your work to create more opportunities

5-steps of MoE: Examples



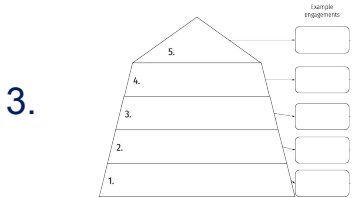
Get together, share experiences, organise workshop, Tweet, blog/article mentions, bug report, grant proposal

People's interactions



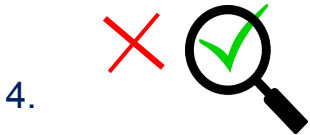
Endorser → Learner → Participator → Collaborator → Leader

Band of engagement



Organise Interactions in bands of engagement

Combine 1 & 2

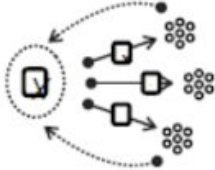


What's the pattern of engagement? Who moves up? How? What works for them? Who gets stuck - why? Who leaves - why? Can we repeat successes and avoid failures?

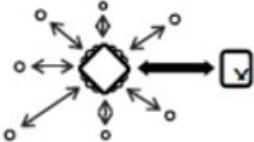
Identify what works

Five Community Interactions

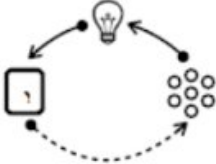
Gifting



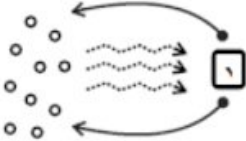
Creating Together



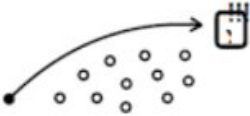
Soliciting Ideas



Learning Through Use



Networking Common Interests



[A Framework of Open Practices](#)

by Mozilla Open Innovation & the Copenhagen Institute for Interaction Design

MoE Step 4

Identify what works and what doesn't

Ask questions like these:

- What makes it easy for some to move up our MoE?
How can we make those pathways easier for others?
- What makes it difficult for some to move up our MoE?
How can we remove blockers and improve our support?
- Are there places where people are happy to be “stuck?”
How many leaders should we have compared to contributors?
- Will be covered in Module 5 (Monitoring)



MoE Step 5

Prioritize your work in line with Community Statement

At this point, it's important to:

- Decide where to put your effort.
- Decide on your goals for engagement.
- Decide on the measures you'll use to track progress.
- Share stories that illustrate the pathways you want to promote.
- Communicate & be transparent about your focus.
- **Aligned with your Community Statement!**

