

### Chapter 1 : Guy Kawasaki - The Art of Creating a Community

*In order to feel as though we're valued, respected, and making a contribution, we need to feel like we're part of a community. Whether it's a community of neighbors, volunteers or coworkers, building a strong sense of community brings clarity of purpose to the groups we belong to. In this.*

Most of us have accounts there. Do employers approve of using these at work? Credit Suisse actually offers its own social platform where employees can exchange ideas, form communities, and manage initiatives. The Underlying Idea With ongoing digitalization, many aspects of our lives, including socializing, have moved to the internet. Credit Suisse follows the trend and offers its employees Social MyPage SMP , an internal social platform, which allows them to exchange ideas, engage in projects, or participate in events. Thousands of Credit Suisse employees can unite and create communities to make a change. And they really do. They can complete their personal details, follow their colleagues, and become members of communities that represent their interests. There are plenty of communities to choose from. Depending on whether sports, charity, culture, discounts, or family are your topics of interest you can subscribe to as many as you like. Or we may have it as anybody can start their own community. There are over public communities and almost private ones. But there are also small private communities and working groups that unite people. You can count on the support of the management and experienced colleagues, who will help to research the needs of local employees and set up a working group. The Hidden Business Reasons Why would a company encourage its employees to use social media in the office? At Credit Suisse, we believe that a job cannot be limited to your everyday business tasks. We need some time to catch our breath each day as well. Connecting people and ideas is a part of the CS culture, so the company supports spending a bit of working time on internal social media in order to facilitate this core value. Employees can also leverage their connections outside the company. They organize events like free yoga classes or diet workshops and in exchange they get promoted among our employees," Agnieszka says. Shaping the Workplace Being part of a community gives you a feeling of belonging and makes you stronger. If you have a good idea as well as a supporting community you really can change anything. Thanks to the communities, we have fresh fruit in the office all year round, big open-air family picnics, discounts in restaurants and theaters, ski trips, charity runs, and much more. We also manage initiatives like healthy cooking classes or delivering fresh fruit to the office twice a week," Karolina specifies. There are many other interesting ideas promoted by various communities. One of them is volunteering: Any Credit Suisse employee can dedicate up to four fully paid days per year to volunteering activities. This means four times a year instead of coming to the office you can work for charity organizations. This is where communities step in. And a happy employee is a good employee. Have great ideas that you want to put into action?

*The definition of community in a company can be defined by the appearance of collective energy, safe, friendly work environments and strong inter-company support systems.*

Why do people participate in communities? What is it that makes a community exist? There must be psychological justifications that explain what it is that brings people together. They described their theory in one sentence: They go on to describe the four factors that contribute to a sense of community. Do they have these factors? The four factors are: Membership is the feeling of belonging or of sharing a sense of personal relatedness. It includes five attributes: Boundaries – How do people become members and what are the boundaries keeping others out 2. Emotional safety – By building boundaries and including the right people, you create trust and a feeling of safety 3. Personal investment – If members contribute or make sacrifices to the community, it enhances their sense of community 5. Think about what you want your community to be about and who would make your community better. Make sure that anyone who joins is going to be a good fit. By setting boundaries to getting into a community, you make members feel special and create a higher level of trust. Then think about what else you can do to make users proud to be a member using things like symbols. Think power user programs, logos and branding. Influence The second element is influence, or a sense of mattering. It has to work both ways, with members feeling like they have influence over the community and the community having influence over the members. Influence also speaks to the concept of giving first before asking for anything. The theory states that: And for a community to have influence over its members, it simply has to become a place that they care about. Integration and Fulfillment of Needs This essentially means that by joining a community a member gets what they hoped to get by joining. It reinforces the idea that your community, like any other product, needs to solve a problem for its members in order to make it worth their time and contribution. A reward might be something specific like an answer to a question or networking. Or it could be something a bit more intangible like a sense of belonging, a support network, thoughtful conversations, inspiration, etc. Members need to feel rewarded in some way for their participation in the community in order to continue to contribute. Then you can understand their needs and how the community can best serve them. Shared Emotional Connection All healthy communities have a story. Members will have a history of experiences together and the belief that there will be more experiences together in the future. What kinds of experiences can you manufacture for the members of your community?

### Chapter 3 : Building Community in the Workplace | Healingtheworkplace's Weblog

*Creating a workplace community means making each corporate citizen feel respected. Allowing open employee participation dispels the notion that all-powerful bureaucrats are guiding the company's future.*

I got my first taste of user groups when I worked for Apple—speaking at their meetings was one of my great pleasures. Their members were unpaid, raging, inexorable thunderlizard evangelists for Macintosh and Apple II. Now that Apple is the homecoming queen again, there are lots of people receiving, taking, and claiming credit for its success. The Apple user-group community deserves a high-five tribute too. Now that I gotten that off my chest; I can move on to the topic of this entry: I anticipate many comments to this entry, so I am warning you in advance that I am going to modify and supplement this entry frequently. This is a repeated theme in my writing: Frankly, if you create a great product, you may not be able to stop a community from forming even if you tried. Identify and recruit your thunderlizards—immediately! Most companies are stupid: You mean there are groups of people forming around our products? Indeed, if you cannot find self-appointed evangelists for your product, you may not have created a great product. Assign one person the task of building a community. Sure, many employees would like to build a community, but who wakes up every day with this task at the top of her list of priorities? Therefore, hire one less MBA and allocate this headcount to a community champion. This is a twofer: Give people something concrete to chew on. However, giving people something to chew on requires killing corporate hubris and admitting that your engineers did not create the perfect product. Create an open system. This is software-weenie talk for documentation and tools to supplement a product; second, APIs application programming interfaces. An open system school would enable parents to teach courses and provide a manual SDK for parents to understand how to do so. Most companies feel warm and fuzzy towards their communities as long as these communities toe the line by continuing to say nice things, buying their products, and never complaining. The minute that the community says anything negative, however, companies freak out and pull back their community efforts. This is a dumb-ass thing to do. A company cannot control its community. Indeed, the more a company welcomes—even celebrates criticism—the stronger its bonds to its community. At the bleeding edge of community building, your CEO participates in community events too. Publicize the existence of the community. Your community should be an integral part of your sales and marketing efforts.

### Chapter 4 : Daily Press - We are currently unavailable in your region

*Community is the neighborhood we live in at work. When it comes to organizational effectiveness, community building is particularly important. A successfully developed community.*

Cohesive workplaces are more productive than their dysfunctional counterparts. Increased workplace morale makes employees more willing to give extra effort during normal operations. It also makes it more likely that they will stick with the company through tough times. Find ways to build a positive culture in your workplace. Use employee input to help to shape corporate vision. Creating a workplace community means making each corporate citizen feel respected. Stress that employees and their ideas are the drivers of your company. Encourage top to bottom policy compliance. Stress that no one is above following rules -- even employees with corner offices and company cars. Allowing management to violate rules may cause dissent in the workplace. Realize that creating a workplace community means ensuring that every employee feels valued. Ensure that workers of all backgrounds feel respected once they are hired. Implement training programs to help employees deal with potential communication barriers. Develop zero-tolerance policies for offensive actions. Create a proactive diversity committee to monitor the workplace for problems. Plan diversity-focused social events to expose employees to different cultures in fun environments. Stress the importance of positivity in the workplace. Let employees know that harmonious workplaces are more productive workplaces. Encourage workers to vent workplace frustrations to their supervisors. Encourage management to follow up on employee complaints in a professional, timely manner. Work closely with employees who have negative attitudes, as their actions may harm workplace cohesion. Take a firm stand against counterproductivity. Address negative practices, such as turning in late assignments, failing to follow safety procedures and behaving rudely to clients. Failing to do so sends the wrong message to both wavering and compliant employees. Hold employees accountable for their actions, regardless of position. Reward individuals and departments that consistently meet productivity goals. Recognize employees who embody company ideals. Hold periodic award ceremonies to make the usefulness of the contributions known to the entire community. Promote from within to encourage this top-notch talent to stay in the community. Showing appreciation for hard workers motivates other employees to follow their lead. Build a solid workforce. Realize that human resources are invaluable assets. Recruit new hires who match community ideals. Retain workers who contribute to workplace productivity. Rehabilitate workers who may just need extra encouragement to be successful. Terminate employees who refuse to comply with workplace standards when rehabilitation fails.

**Chapter 5 : Creating a Global Community: Social Media at Work - Credit Suisse**

*Creating community so employees feel less isolated? "The Duke study does highlight the positive potential of community at work," she says. "If you don't have that, you're running the risk of.*

Eric Schaps Building a strong sense of community in schools is both important and doable. Imagine that you are a student entering a new school for the first time. What would be on your mind? Will I be popular? Will they care about me? Will I be smart enough? Will I be teased, shunned, humiliated? These fundamental needs shape human motivation and have major implications for learning and development. And by enlisting students in maintaining that sense of community, the school provides opportunities for students to learn skills and develop habits that will benefit them throughout their lives. A growing body of research confirms the benefits of building a sense of community in school. These benefits are often lasting. Researchers have found that the positive effects of certain community-building programs for elementary schools persist through middle and high school. Schools can readily assess the degree to which students experience community in school by asking students how much they agree or disagree with such statements as My class is like a family. Students in my class help one another learn. I believe that I can talk to the teachers in this school about things that are bothering me. Students in my class can get a rule changed if they think that it is unfair. Unfortunately, schools with a strong sense of community are fairly rare. Of further concern is the fact that low-income students and students of color usually report a lower level of community in school than do affluent or white students. Four approaches are particularly beneficial. Actively cultivate respectful, supportive relationships among students, teachers, and parents. Supportive relationships are the heart of community. They enable students from diverse backgrounds to bring their personal thoughts, feelings, and experiences into the classroom. Emphasize common purposes and ideals. Along with academic achievement, schools with a strong sense of community stress the development of qualities essential to good character and citizenship, such as fairness, concern for others, and personal responsibility. Provide regular opportunities for service and cooperation. Students learn the skills of collaboration, develop wider and richer relationships, and experience the many satisfactions of contributing to the welfare of others. Provide developmentally appropriate opportunities for autonomy and influence. Having a say in establishing the agenda and climate for the classroom is intrinsically satisfying and helps prepare students for the complexities of citizenship in a democracy. Several leading program developers have focused on using one or more of these approaches to build community. The Child Development Project, for example, focuses on the regular use of several key activities: Class meetings are useful for setting goals and norms, planning activities, and identifying and solving problems. They are essential for building peer relationships and fostering shared goals in the classroom. A buddies program pairs whole classes of older and younger students for academic and recreational activities. Every older student gets a younger buddy for the year. They get acquainted by interviewing each other, charting ways in which they are alike and different, and sharing their classroom portfolios. During the year, they may read or play math games together, visit museums, work together for a cause, or create a joint journal of their activities. Buddies programs help create powerful cross-age relationships, teach important social skills, and create a caring ethos in the school. These conversations, mostly interviews conducted by students with their parents, link school learning with home experiences and perspectives. For 4th grade state history units, for example, students interview their parents about how their family or ancestors first came to their state. Whether family members have lived in the state for years or days, the story of how and why they came to settle there is part of state history and serves to personalize learning for students. Schoolwide community-building activities link students, parents, and teachers; help foster new school traditions; and promote helpfulness, inclusiveness, and responsibility. They can be as undemanding as Family Film Nights, invitations to the entire family to view a feature-length movie at school and perhaps discuss a question related to it within the family. Or the activities can be as challenging as creating a Family Heritage Museum, for which students and their caregivers prepare displays of information and artifacts that tell something about their family heritage. The school then features the displays for a week or two and organizes an evening event so that parents and children can view them together. Some of

themâ€™class meetings, especiallyâ€™may involve new skills that teachers need to learn through additional staff development. Other activities require little or no additional training for implementation. Make Community a Priority U. Community building should becomeâ€™at a minimumâ€™a strong complement to the prevailing focus on academic achievement. American Educational Research Journal, 32, â€™ The need to belong: Desire for interpersonal attachments as a fundamental human motivation. Psychological Bulletin, , â€™ Intrinsic motivation and self-determination in human behavior. Preventing adolescent health-risk behaviors by strengthening protection during childhood. Archives of Pediatric and Adolescent Medicine, , â€™ Protecting adolescents from harm: Journal of the American Medical Association, , â€™ School as a caring community: A key to character education. University of Chicago Press. A six-district study of educational change: Direct and mediated effects of the Child Development Project. Social Psychology of Education, 4, 3â€™ An intervention program and its effects. International Journal of Educational Research, 27, â€™

### Chapter 6 : NLN Vision Series: Creating Community to Build a Civil and Healthy Academic Work Environment

*If you want to create a community, not just a workplace, you need to create a real sense of shared ownership among your team. Everyone needs to be invested in your company mission, understand the role they play in achieving it and willing to work together to make it happen.*

This kind of community feeling grows with the mindset of the people in the organization, often beginning with a vision statement or published goal by a company leader. The definition of community in a company can be defined by the appearance of collective energy, safe, friendly work environments and strong inter-company support systems. Grow the strength of your business by cultivating an inner community focus. Give the small-business employee a company cause to become passionate about. Choose an area that affects work performance like achieving top customer service. For example, a simple vision would be, "Where the customer matters" or "We love our customers. Involve yourself in the cares and concerns of your employees. Learn how to ask appropriate questions like "When does Sally graduate? Be personable without being inappropriately personal. Build the idea of teamwork by pitching in to meet community goals and deadlines. Make meeting goals a personal priority and show it by getting involved. Choose two annual events in the community to become involved in. Rally the employees to turn out and help out making your community goals become a reality. Choose, for example, feeding the homeless during the Thanksgiving holidays or dropping off toys at a local charity hospital. If the task seems too large, organize the event with other small-businesses in the area to reach a wider section of the community. Appoint team members to work in specific areas. Develop an open-door policy at your company. Give people an opportunity to give feedback, make suggestions and be problem-solvers. A company known for embracing innovation is a company top performers want to work at. This kind of company attitude will build a sense of community profitable for employees and employers. Give recognition to teams that achieve goals, even social goals like raising funds for a cause, or meeting quarterly sales goals. Place their picture in a company newsletter and include a story about their special cause. This builds the individual, the team and company spirit. Tip Create a company award and use it reward those who work in the community.

### Chapter 7 : CDC - Healthy Communities Program - NCCDPHP: Community Health

*The most expensive part of a workplace is the salary of the person who occupies it. (Kevin Kampschroer, Director, Office of Federal High-Performance Green Buildings, General Services Administration) I am optimistic that the facilities world is gradually getting beyond purely.*

Organize a Meeting Of Interested People Determine whether a garden is really needed and wanted, what kind it should be vegetable, flower, both, organic? Invite neighbors, tenants, community organizations, gardening and horticultural societies, building superintendents if it is at an apartment building – in other words, anyone who is likely to be interested. Form a Planning Committee This group can be comprised of people who feel committed to the creation of the garden and have the time to devote to it, at least at this initial stage. Choose well-organized persons as garden coordinators Form committees to tackle specific tasks: Identify All Your Resources Do a community asset assessment. Contact local municipal planners about possible sites, as well as horticultural societies and other local sources of information and assistance. Look within your community for people with experience in landscaping and gardening. Churches, schools, private businesses or parks and recreation departments are all possible supporters. Choose A Site Consider the amount of daily sunshine vegetables need at least six hours a day , availability of water, and soil testing for possible pollutants. Find out who owns the land. Can the gardeners get a lease agreement for at least three years? Will public liability insurance be necessary? Prepare And Develop The Site In most cases, the land will need considerable preparation for planting. Organize volunteer work crews to clean it, gather materials and decide on the design and plot arrangement. Organize the Garden Members must decide how many plots are available and how they will be assigned. Plan for Children Consider starting a special garden just for kids – including them is essential. Children are not as interested in the size of the harvest but rather in the process of gardening. A separate area set aside for them allows them to explore the garden at their own speed. We are more willing to comply with rules that we have had a hand in creating. Ground rules help gardeners to know what is expected of them. Think of it as a code of behavior. Some examples of issues that are best dealt with by agreed upon rules are: How are plots assigned? Will gardeners share tools, meet regularly, handle basic maintenance? Some ways to do this are: Community gardens are all about creating and strengthening communities.

### Chapter 8 : 10 Steps to Starting a Community Garden - American Community Garden Association

*How to create community in the workplace On average, more than a third of our life is spent at work. This figure is only set to go up as the retirement age does.*

### Chapter 9 : Identifying Concepts That Build a Sense of Community | Sense of Community in a Mediated W

*There are 2 critical problems that plague just about every company: Keeping everybody on the same page and creating a sense of community within the company.*