

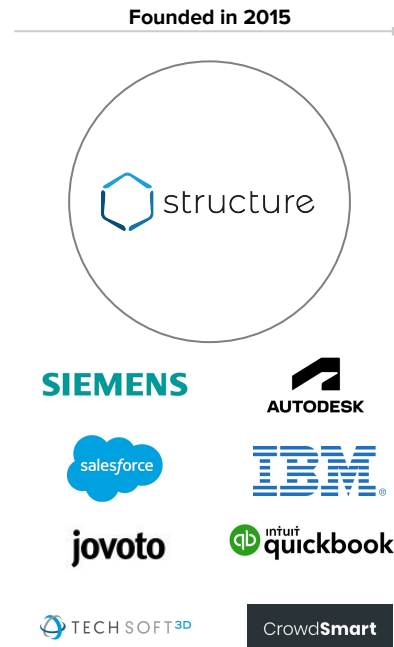
# Community Ecosystems

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# Hi, I'm Bill

bill@structure3c.com



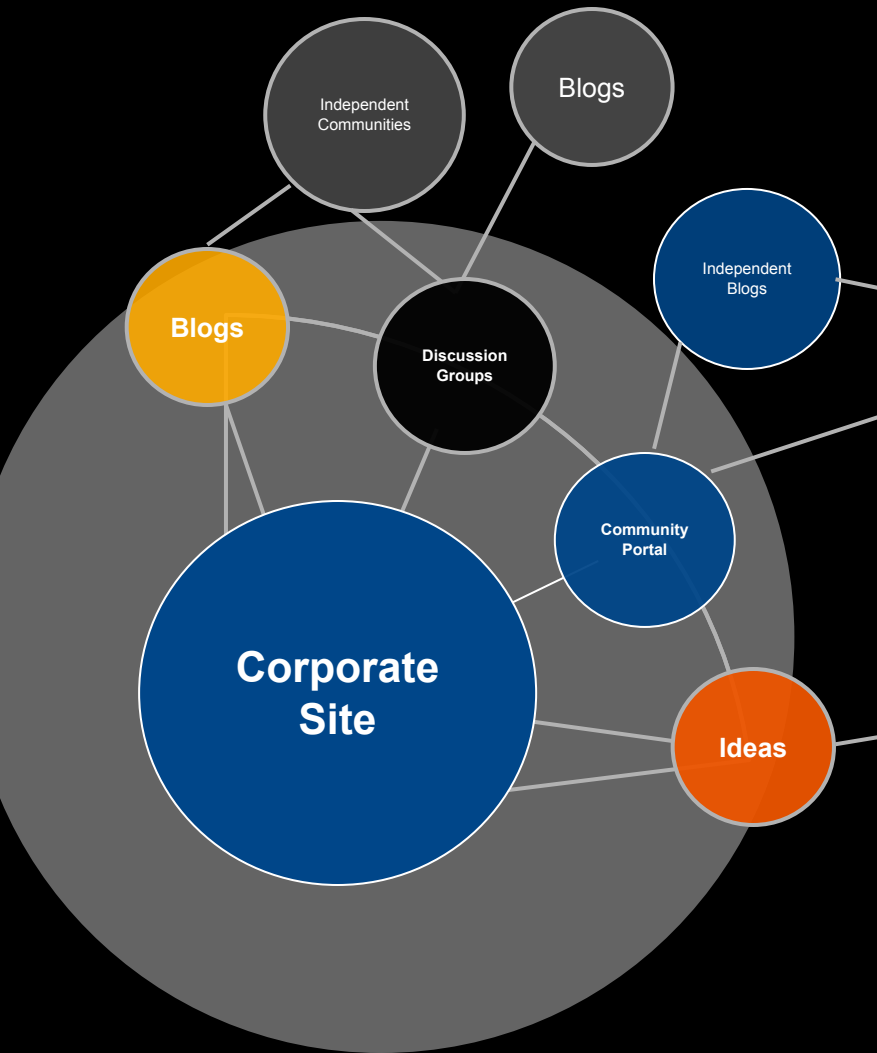
# Ecosystem

a biological community of interacting organisms and their physical (*and / or digital*) environment.

a complex network or interconnected system.

Definitions from Oxford Languages





## The Autodesk Community

The network of relationships, formed over time, among Autodesk Customers, Partners & Employees.

- The network of relationships is formed by shared interaction around content, knowledge and experiences.
- Through shared interaction, the network of relationships grows stronger over time. Affinity increases.
- The value of the network of relationships is greater than the sum of its parts.

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AUTODESK.



# Holistic Management

Allan Savory  
with Jody Butterfield

A New Framework  
for Decision Making



## Holistic Management® Framework

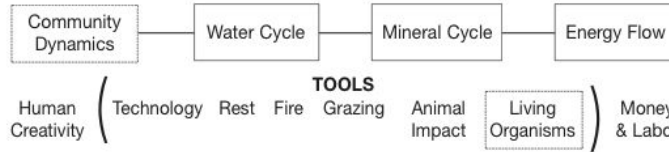
### WHOLE UNDER MANAGEMENT

Decision-makers — Resource Base — Money

### HOLISTIC GOAL

Quality of Life — Forms of Production — Future Resource Base

### ECOSYSTEM PROCESSES



### TESTING QUESTIONS

Cause & Effect	Weak Link –Social –Biological –Financial	Marginal Reaction	Gross Profit Analysis	Energy/Money Source & Use	Sustainability	Society & Culture
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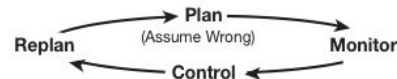
### MANAGEMENT GUIDELINES

Learning & Practice	Organization & Leadership	Marketing	Time	Stock Density & Herd Effect	Cropping	Burning	Population Management
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### PLANNING PROCEDURES

Financial Planning	Land Planning	Grazing Planning
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### FEEDBACK LOOP



Copyright (c) 2000  
Holistic Management International

If we can map and manage complex natural ecosystems, shouldn't we be able to do this with community ecosystems?

Before we explore, let's take a look back at how we got started.



# Escaping The Social Boom



# The Rise of Web Communities

	1970	1975	1980	1985	1990	1995	2000	2005
Chat		1973: Talkomatic for PLATO system / 1980: CompuServe's CB Simulator / 1988: Internet Relay Chat						
E-mail lists		1975: MSGGROUP / 1986: LISTSERV mailing list software						
Multiplayer games/virtual worlds		1975: Adventure / 1986: Air Warrior / 1991: Neverwinter Nights / 2003: Second Life						
BBSs		1978: CBBS / 1983: Exec-PC / 1985: The WELL						
Commercial online services		1979: CompuServe's consumer service / 1985: GENie / 1989: AOL						
Usenet		1980: Usenet / 1995: Deja News / 2001: Google Groups						
Web-based communities						1994: Theglobe.com / 1995: Salon.com		
Social networks						1995: Classmates.com / 2002: Friendster		
Build-your-own social networks								2005: Ning

COMPUTERWORLD

By Matt Lake

Computerworld | Jul 15, 2009 6:00 am PST

It's important to remember that in the beginning, "the Internet" was essentially a community.



1st #CMAD Jan 25, 2010

Bill Johnston

Announcing Community Manager  
Appreciation Day #CMAD

Notes on Community Collaboration  
and Design



Last Friday, Jeremiah Owyang had a single question: is there a national  
day recognizing the work of Community Managers? The question spawned a  
conversation, which spawned a proposal for the day of recognition:  
That day is **today**. Happy Community Manager Appreciation Day!

## Online Community 1.0

2000-2010

- Customer-led groups on early BBS & Forums migrated to Company-hosted forums
- Lots of investment & experimentation, but eventually settled into a support-focused business model
- Sensitivity to asking for explicit actions because of AOL Community Leaders '05 Lawsuit

## Social Boom

2010-2020

- Growth in consumer social media (fueled by mobile) led to major investments in Corporate social media, including social media “influencer” programs
- Brand-hosted communities continued to evolve beyond support, with varying degrees of success
- Community programs remained largely disconnected from extended business functions

## Community Ecosystems



2020-2030

- Leading Companies are beginning to develop Communities that move **beyond** support and into professional practice, co-creation and multi-sided marketplaces.
- The outdated strategic frame of “destination” will evolve into “ecosystem”
- To be successful, all Customer-facing functions will need to participate in **community ecosystem development, internally & externally**, which will lead to new **Community Leadership Models**

tl;dr Social sucked all the oxygen out of the room  
Now it's our turn (again).







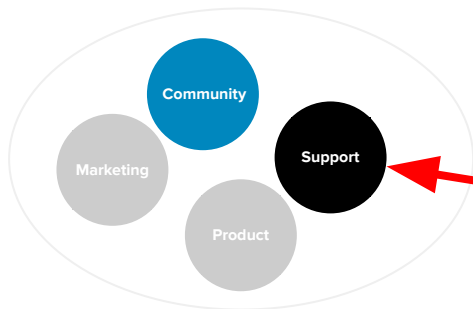
“If there’s a  
problem, yo  
I’ll solve it”

Vanilla Ice, “Ice Ice Baby”

“That Community  
thinking is stale  
y’all, let’s evolve it”

Bill Johnston, “This Presentation”

# Breadth

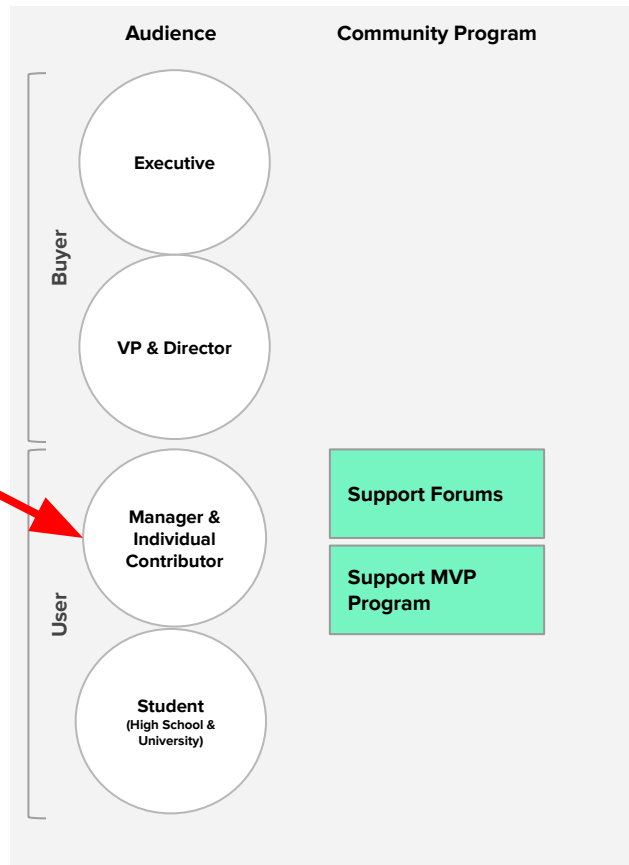


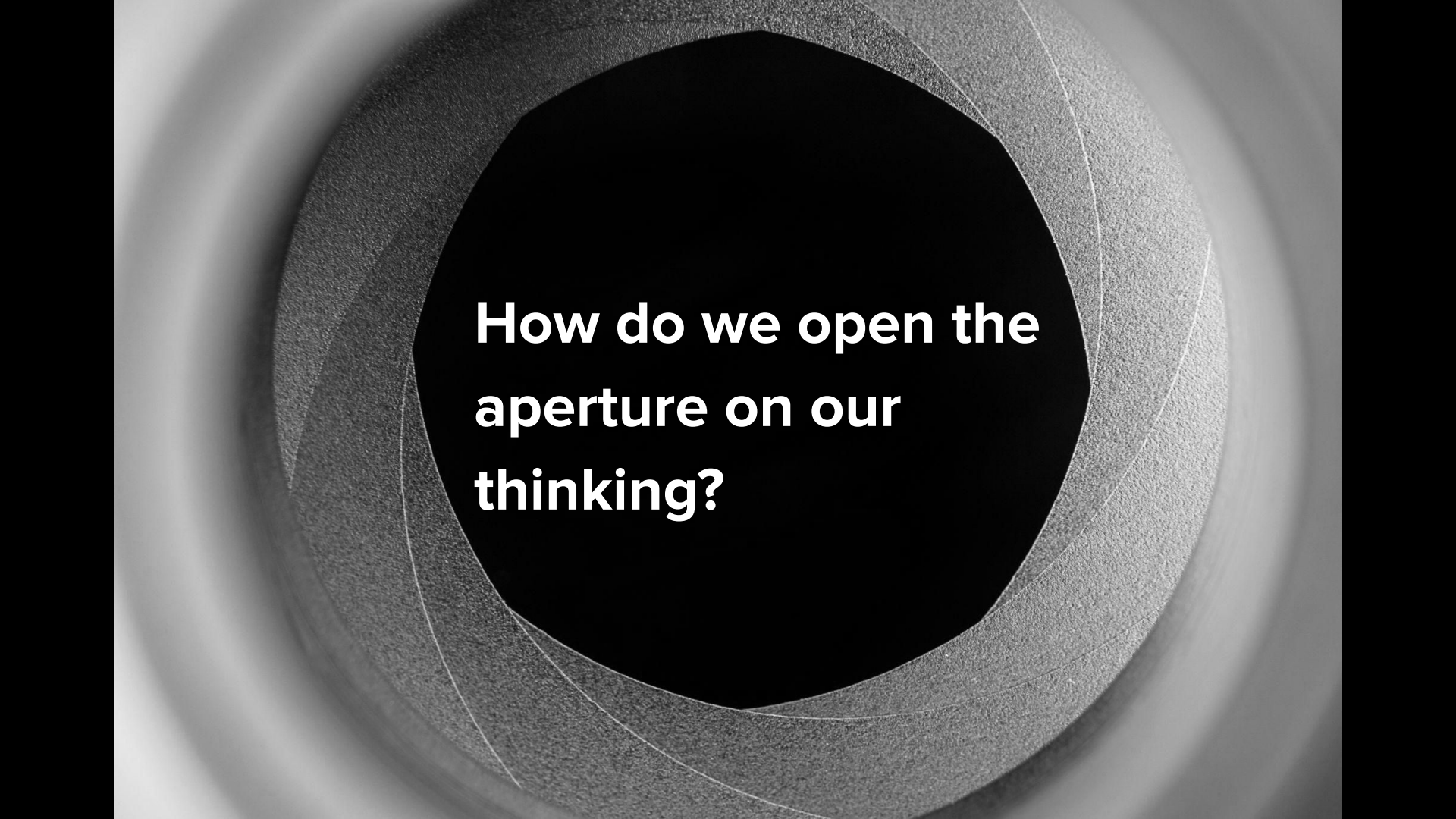
Most community programs focused here

## What is holding us back?

Many Enterprise Platform Vendors are still focused here, as well as their “best practices”

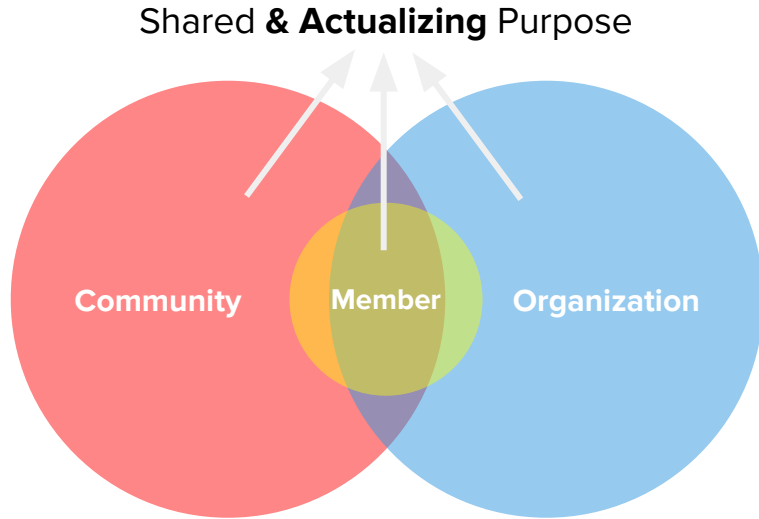
# Depth





**How do we open the  
aperture on our  
thinking?**

## 1. Community Strategy Guided By Purpose



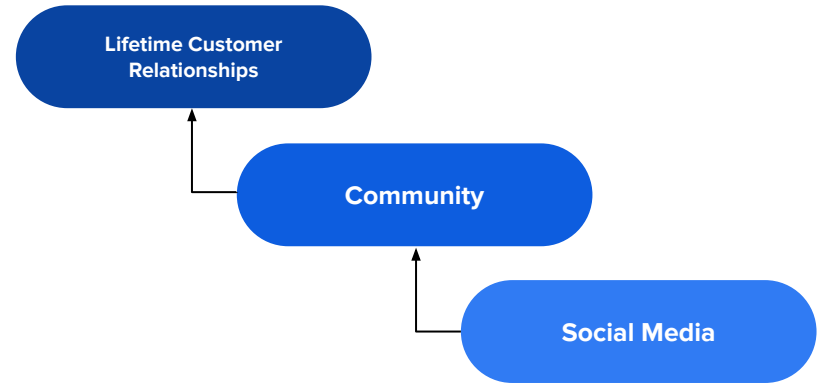
Inability to actualize purpose / follow a calling is damaging in most every way - health, life and career.

Gazica & Spector (2015)

Duffy & Dik (2013)

## 2. Community Value: Lifetime Relationships

We know building 1:1 relationships with customers is valuable. Think about that value over a lifetime relationship. Now think about the exponential value of a network of relationships, fostered over time via community.



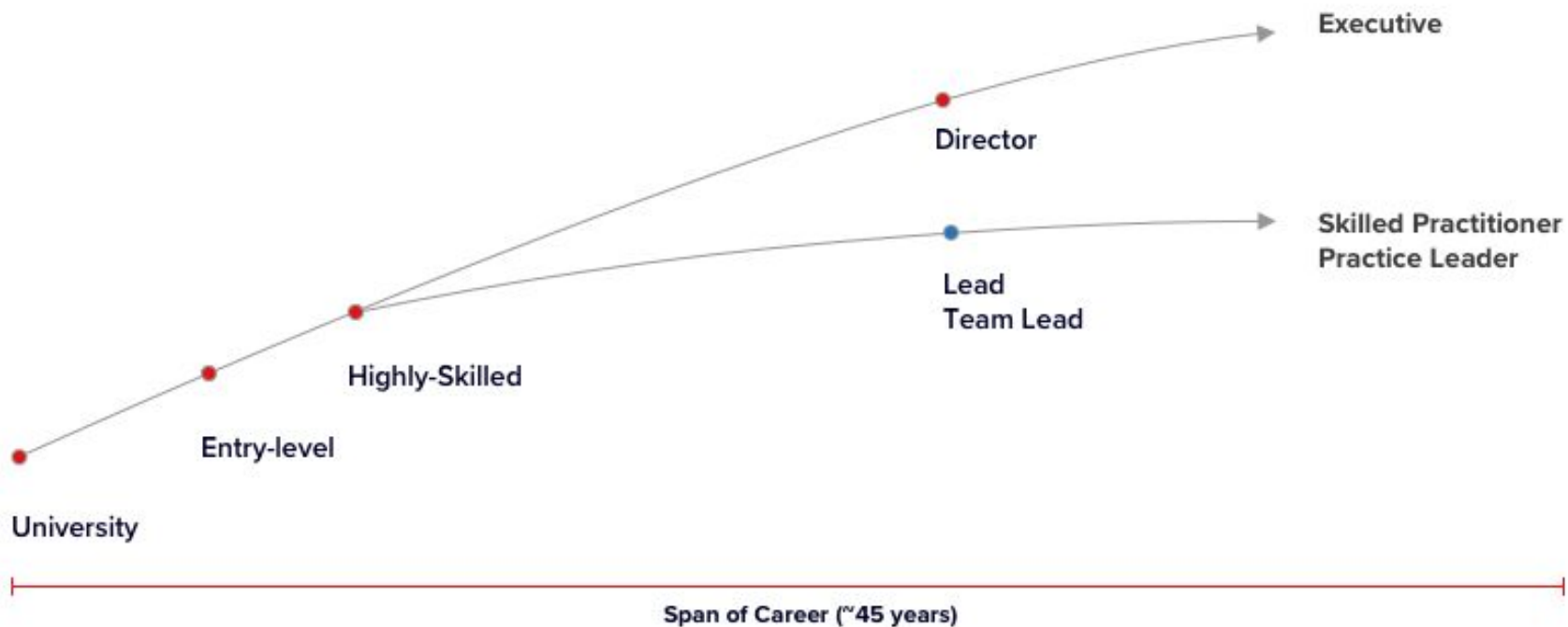
**Are You Undervaluing Your Customers?**

by Rob Markey



## Customer Career Journey

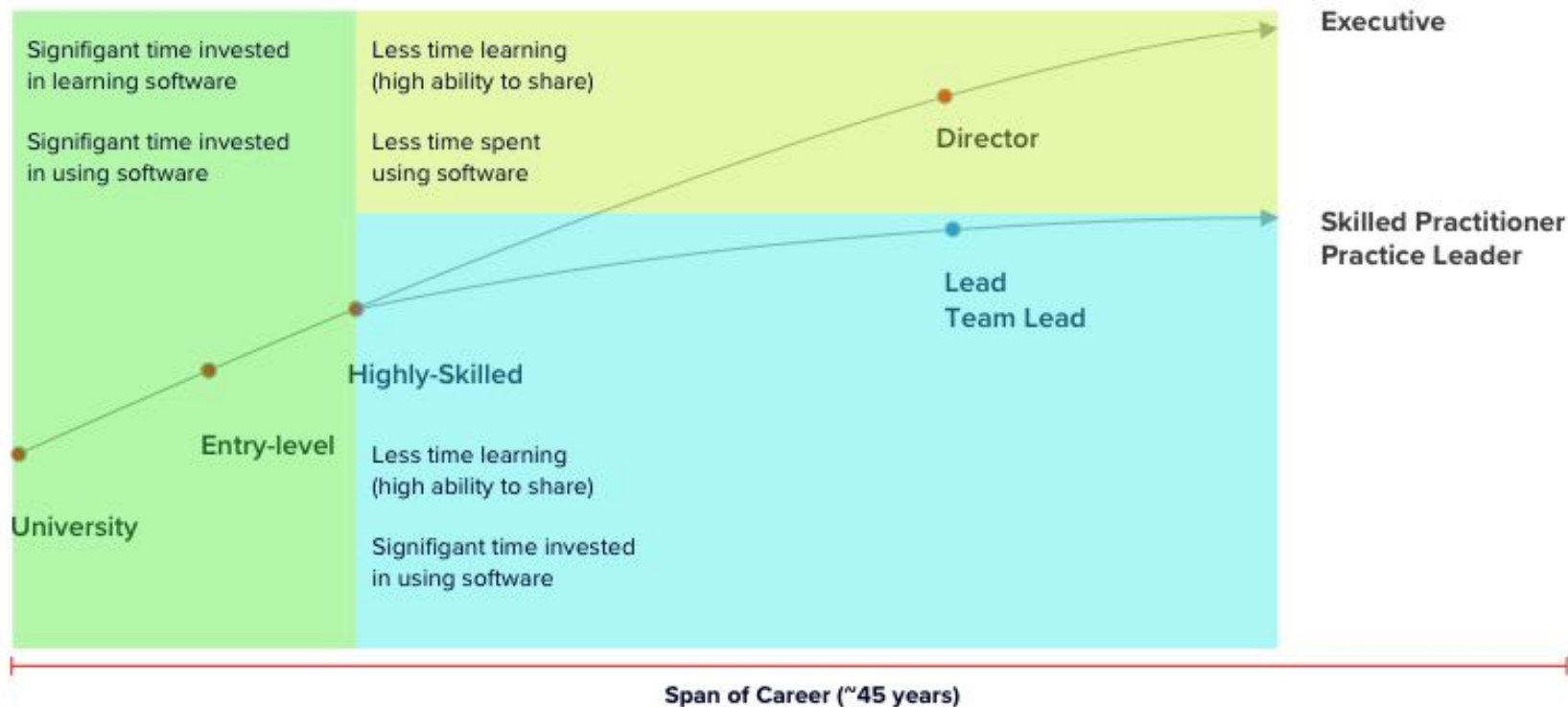
Saas Software Customer



## Customer Career Journey

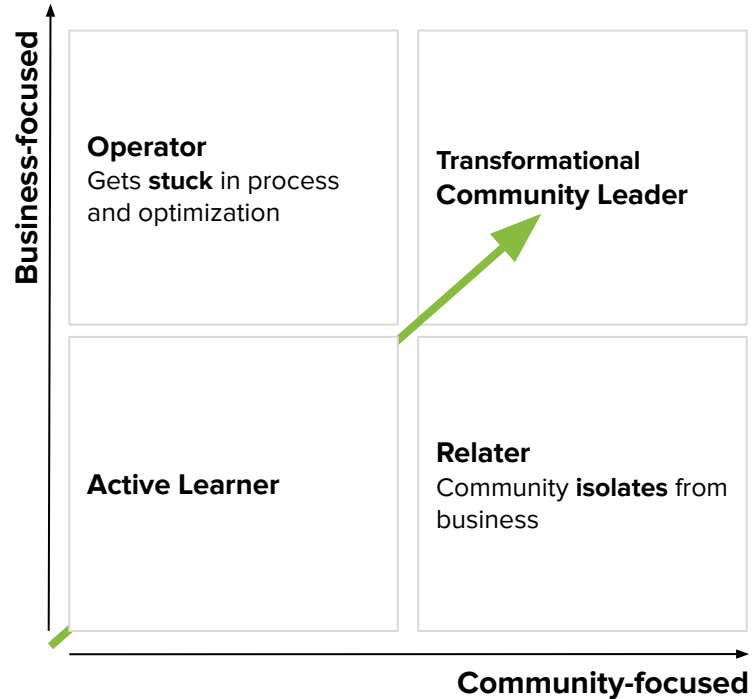
SaaS Software Customer

### 3. What if we designed based on lifecycle?





#### 4. Stakeholders: Can we balance who we're serving?

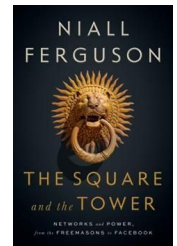
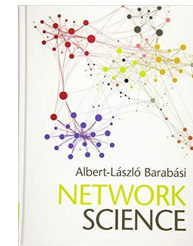


#### 5. How's your network literacy?



##### Networks = The Force for Community Leaders

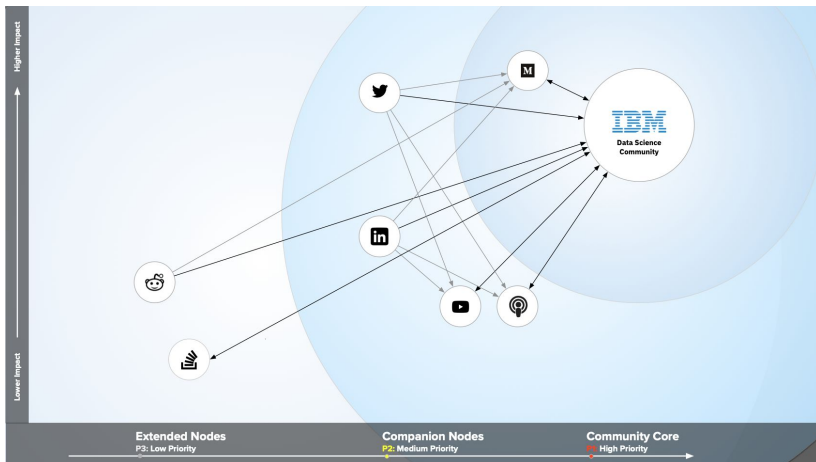
"an energy field created by all living things. It surrounds us, penetrates us, and binds the galaxy together."



## 6. Got a Map? Your Community Ecosystem

Social media = diminishing returns and is only 1 part of your Community ecosystem. Your hosted community can be the “center of gravity”.

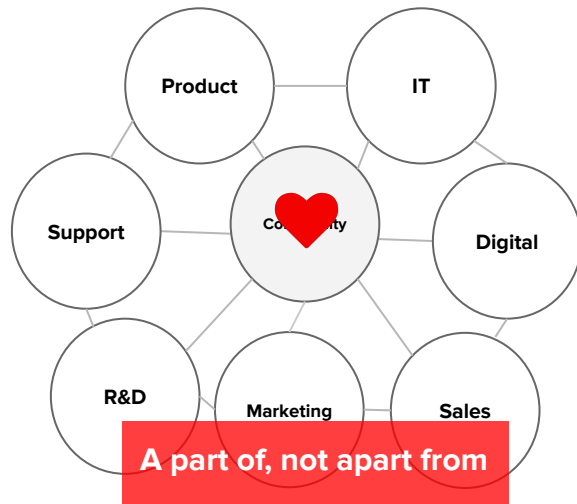
Keep in mind that your community platform(s) shouldn't define the bounds of your Community.



## 7. How's your Organizational Integration?

What are the opportunities to integrate with customer-facing organizations? What are the opportunities to create community in the Org?

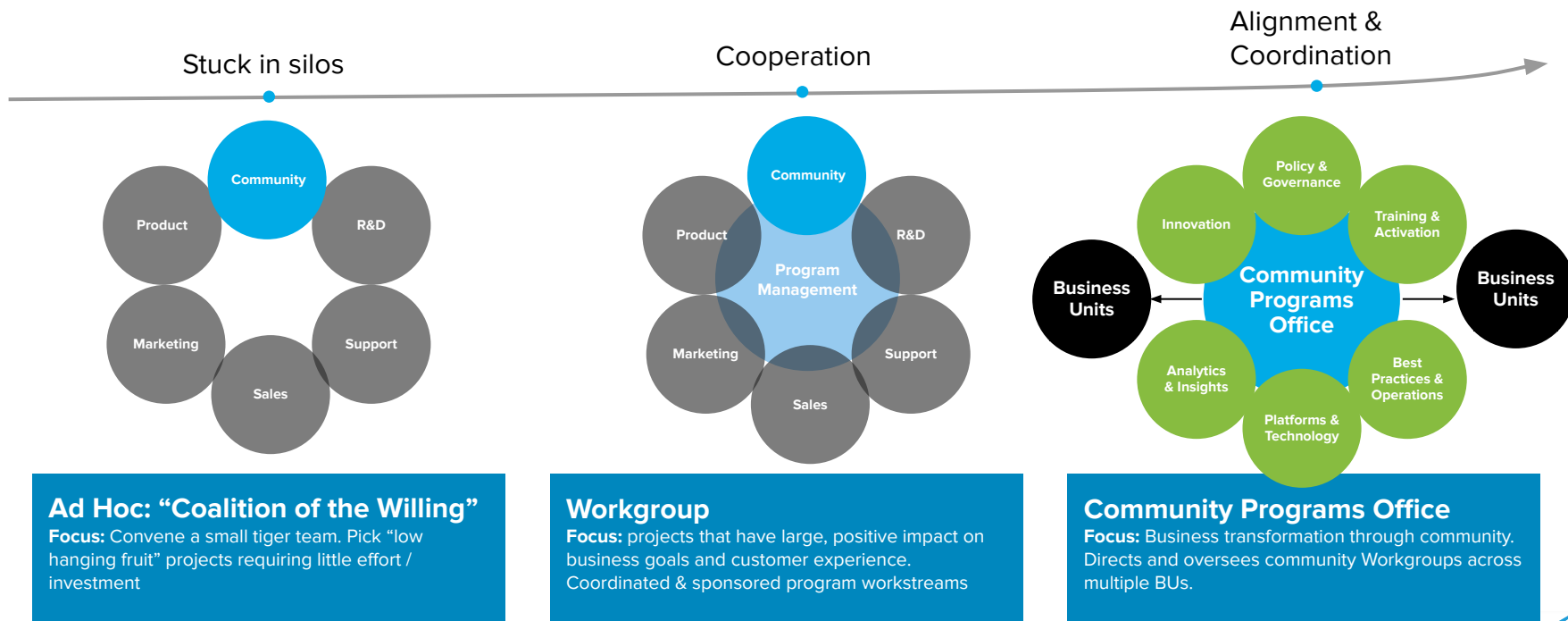
What meaningful relationships can you build to extend your organization? Partners? Peer Networks?



# Start where you are, do what you can.

## Possible Triggering Events:

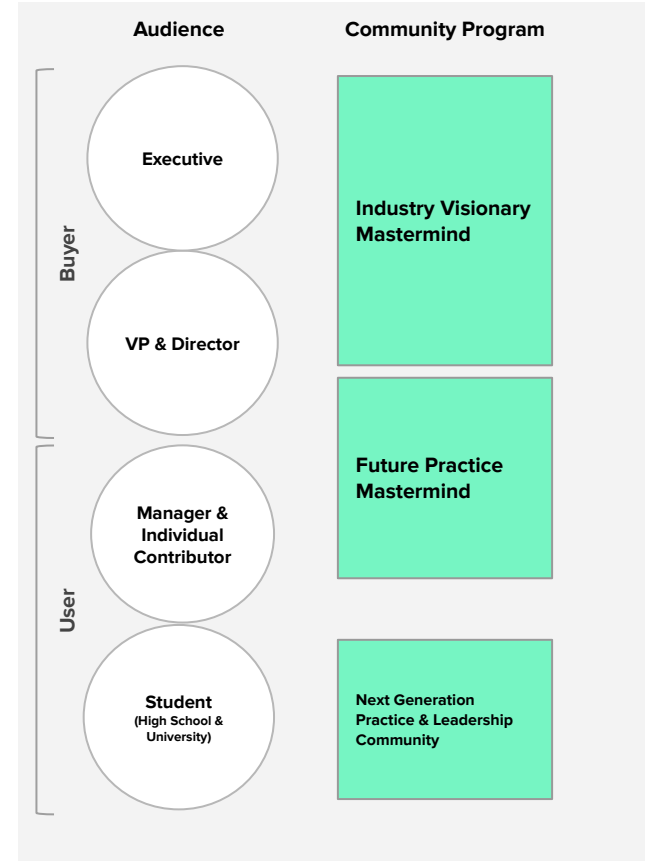
- Strategic Planning
- New product launch
- Customer Conference
- Market event (ipo, acquisition)
- Restructuring / Reorg



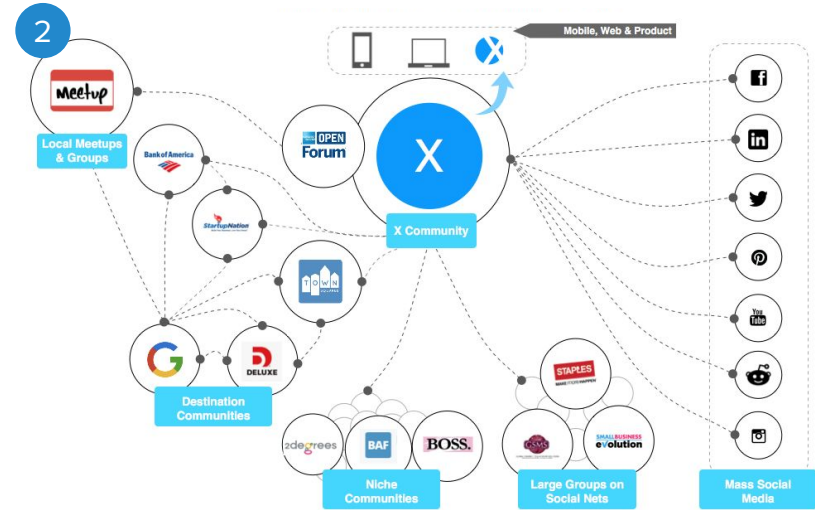
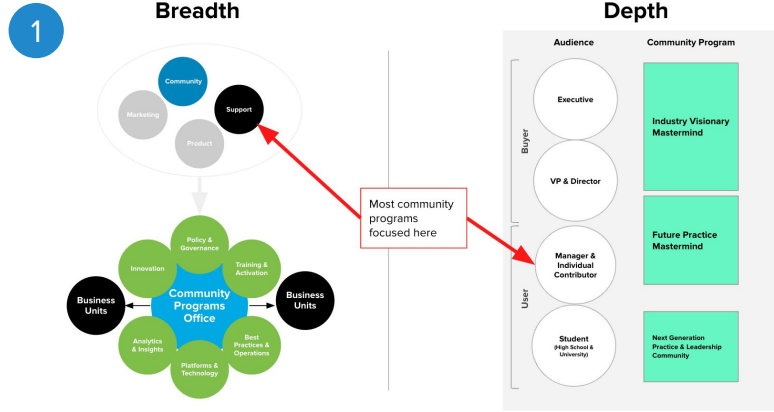
# Breadth



# Depth



# If we know..., how might we...?



## How might we explore the ecosystem opportunity?

- Identify gaps in breadth (business function) and depth (seniority) to identify ecosystem opportunities?
- What are the moments of transition or periods of transformation where community can play a role?
- Where does your ecosystem intersect with other collaborative organizations?

# How Can I Help?

Feel free to reach out!



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