

Community Building

Grow the ecosystem within and around the organisation

CoCreation

Claus Springborg, PhD



Knowing how to build and preserve strong communities is a crucial leadership skill. A strong sense of community within the organisation enhances collaborative problem solving, reduces absenteeism. The ability to build strong communities around the organisation among customers and partners enhances loyalty, supports user-driven innovation initiatives, creates a customer-base for launching new products and services, and increases free word-of-mouth marketing.

In this course, we look at community building through four different lenses: Community as brand, community as feeling, community as remix, and community as conversation. Each of these lenses highlights essential aspects of community building. The brand lens offers a design inspired and hands-on approach to constructing a community. The feeling lens offers deeper psychological insight often overlooked when using the brand lens. The remix lens encourages you to analyse other communities for inspiration. And the conversation lens focuses on the personal skills you need to sustain and engage with a community. Being able to use all of these lenses, will make you a more diverse and flexible community building agent.

This course is a one-day course. If you wish to deepen your abilities in community building, look at the Organising Growth course.

Methods

The course is an energizing mix of practical reflective exercises, short presentations of relevant research, and group dialogue. To ensure relevance, the course focuses on working with the participants' own challenges.

Learning objectives

- Develop a deeper understanding of the nature of communities
- Become more efficient in creating and preserving communities among employees, customers, and partners
- Learn to link and analyse how physical settings and social rules and rituals can create (or destroy) community enhancing behaviour.

Claus Springborg, PhD and lecturer at CBS

10+ years of experience teaching leadership and co-creation skills, management theory, systems of personal development, and entrepreneurship as an executive educator and as a lecturer at business schools across Europe. Being active as publishing academic, entrepreneur and social entrepreneur, I'm passionate about developing theories through practice and for practice. In my teaching, I value humanistic principles, precision, reflexivity, and humour.



Testimonials

"It's amazing to see how quickly and powerfully these techniques can work. And the embodied perspective brought considerably more energy to the decision-making process. Great stuff!"

Daved Barry, Professor at Copenhagen Business School, Copenhagen

"Claus is a true communicative talent. In essence, he is able to talk passion into his sessions and his creative teaching approach and strong communication skills spills over into his business-oriented workshops",

Tom Elberling, Strategist, Marketing & B2B Sales Manager, Copenhagen

"I am constantly amazed at the power of Claus' interventions. Claus somehow simplifies the process of transformational change. He takes the drama and fear out of everyday issues and blocks. He works with such grace and focus"

Craig Douglas, Chairman of the Board at Tribalogic Ltd., Edinburgh

"Working one-to one with Claus is truly transformational – he brings exceptional skill, insight and sensitivity in working with life long, unresolved, and persistent issues. It is and has been a life-changing gift and wonderful adventure. Be open and expect change!"

Sue Belcher, management consultant, London

"Claus offers a deep and comprehensive package that I can weave into my busy work and family life. In particular, the razor-sharp way 'fuzzy' spiritual subjects are presented and discussed is so helpful"

Andy Hockaday, Ethical Investment Adviser, London