

[draft] Launch a Tribe

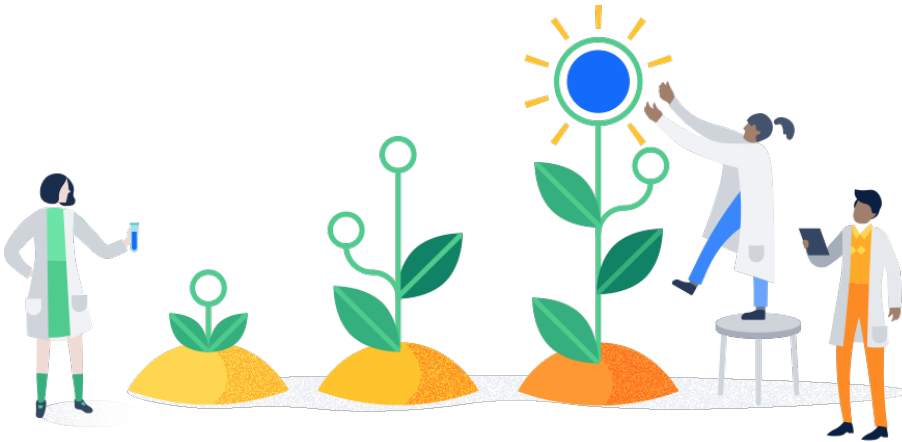
Launch a Tribe

DRAFT

How to launch a tribe...

- 1/ Start a Tribe
- 2/ Grow a Tribe
- 3/ Feed a Tribe
- 4/ Evolve a Tribe

Contact Erin Hauber for more details on launching a tribe



Inspired by meet-ups, a Tribe at Atlassian is any community of people who share a common craft. They gather regularly to create, share, and apply knowledge and best practices. Tribes are welcoming of all, no matter a person's team, role, rank or location. They are united not by an existing mastery of a craft, but by their curiosity and commitment as newbies *and* experts to improve what they do, together.

More loosely connected, informal, and self-managed, Tribes are not teams. Tribes are not responsible for managing and achieving any particular business goals or delivering a specific product or service. Nor are Tribes mere communities of interest where anyone who seek only to be informed

Anyone can launch a tribe by following the steps outlined here. As you discover what works best for your tribe, share your successes in the comments.

1/ Start a Tribe

Tribes connect practitioners (not mere enthusiasts) so they stay inspired and get better at what they do. Groups ready to become tribes include:

- Active HipChat rooms where people seek feedback, give advice, or address recurring sets of problems together;
- A blog post that generates robust conversation and sharing;
- Invisible (or visible to only those in-the-know) meet-ups that want to gain broader visibility, resources and impact.

Respond to a need

Successful and sustainable tribes have a focused, well-defined purpose that inspires its members to contribute and participate, guides their learning, and gives meaning to their actions. Work on your own or with others to identify the goals and vision for the tribe. Ask yourself, "If we start it, who will come and why?" Then just do it. You can (and should) refine your goals and vision as you grow and feed your Tribe.

Find your people

confirm a common interest and expertise

define the baseline of common knowledge that can be assumed among members

Example [Introducing the first design tribe](#)

Host your first meet-up

begin discussing the goals and objectives

Figure out what each member of the corporate learning community brings to the group and what core knowledge or experience they are able to share with the other members beforehand

2/ Grow a Tribe

Pilot the community with a select group of key stakeholders to gain commitment, test assumptions, refine the strategy, and establish a success story.

1. Engage and inform members
the strategy of the group, how they will communicate, when and how they will hold meetings
2. Find your focus
3. Plan regular events
meet as often as is practical
4. Tell your story

3/ Feed a Tribe

Engage members in collaborative learning and knowledge sharing activities, group projects, and networking events that meet individual, group, and organizational goals while creating an increasing cycle of participation and contribution.

1. Inspire and deliver
2. Work and practice together
3. Seek contributions

4/ Evolve a Tribe

Tribes exist only as long as they provide value. Cultivate and assess the knowledge and “products” created by the community to inform new strategies, goals, activities, roles, technologies, and business models for the future. If value exists, people will keep coming. If not, close up shop.

1. Assess the impact run retrospectives seek feedback
2. (Re)Focus
3. Disband

References

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- <https://cop.stanford.edu/create-cop>
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