MERCURY

Establishing, Nurturing, and Sustaining Communities of Practice

18 – 22 July 2027
Doha (Qatar)



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Ref: 15763_1066272 **Date:** 18 – 22 July 2027 **Location:** Doha (Qatar) **Fees:** 5500 Euro

Introduction:

Communities of Practice CoPs are essential for fostering collaboration, sharing knowledge, and driving organizational innovation. They bring together individuals with shared interests, expertise, and goals to enhance their professional development and contribute to organizational success. Establishing, nurturing, and sustaining these communities requires a thoughtful approach, starting with identifying common objectives, creating a supportive environment, and fostering open communication. Once established, nurturing CoPs involves providing continuous resources, guidance, and opportunities for engagement. Sustaining ensures their long-term effectiveness and alignment with evolving organizational needs.

The Establishing, Nurturing, and Sustaining Communities of Practice course explores the concept and importance of communities of practice CoPs, examining the theory, definition, and framework behind this powerful learning model. Communities of practice are groups of individuals who share a common interest or expertise, working together to improve knowledge and practices within a field. Understanding the meaning of communities of practice, along with their roles and benefits, is for effective collaboration and learning.

The Establishing, Nurturing, and Sustaining Communities of Practice course covers the steps for establishing, building, and cultivating these communities. It provides insights into why communities of practice are important for knowledge sharing, innovation, and continuous professional development. By focusing on creating and sustaining communities of practice, participants will gain the tools needed to foster a thriving CoP that encourages ongoing engagement, collaboration, and collective learning.

Targeted Groups:

- Organizational Leaders and Executives.
- Knowledge Management Professionals.
- Learning and Development Specialists.
- Human Resource Managers.
- Team Leaders and Project Managers.
- Innovation and Strategy Officers.
- Subject Matter Experts SMEs.
- Community Facilitators and Coordinators.
- Change Management Professionals.
- Professional Development Trainers.

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Course Objectives:

At the end of this Establishing, Nurturing, and Sustaining Communities of Practice course, the participants will be able to:

- Understand the core principles of Communities of Practice CoPs.
- Learn how to establish a CoP within an organization effectively.
- Develop strategies for nurturing and growing active engagement in CoPs.
- Explore best practices for sustaining long-term CoP effectiveness.
- Foster collaboration and knowledge sharing across diverse teams.
- Identify tools and techniques to support CoP communication and engagement.
- Build leadership and facilitation skills for CoP success.
- Align CoPs with organizational goals and strategic objectives.
- Promote innovation and continuous learning through CoPs.
- Measure and evaluate the impact of CoPs on organizational performance.

Targeted Competencies:

By the end of this Establishing, Nurturing, and Sustaining Communities of Practice training, the participants will be able to:

- Leadership and Facilitation Skills.
- Knowledge Sharing and Collaboration.
- Community Building and Engagement.
- Strategic Thinking and Planning.
- Communication and Interpersonal Skills.
- Change Management and Adaptability.
- Organizational Learning and Development.
- Innovation and Problem-Solving.
- Stakeholder Management.
- Continuous Improvement and Sustainability.

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Course Content:

Unit 1: Introduction to Communities of Practice CoPs:

- Define the concept and purpose of CoPs.
- Explore the history and evolution of CoPs in organizations.
- Identify the key characteristics that differentiate CoPs from other groups.
- Understand the benefits of CoPs for individual and organizational growth.
- Discuss different types of CoPs: formal, informal, and cross-functional.
- Examine case studies of successful CoPs across industries.

Unit 2: Establishing a Community of Practice:

- Learn how to identify the need for a CoP within your organization.
- Understand the process of defining the scope, objectives, and focus of the CoP.
- Identify stakeholders, champions, and initial members of the CoP.
- Explore best practices for creating a CoP structure and governance model.
- Develop a clear purpose statement and value proposition for the CoP.
- Set goals and measurable outcomes for the initial phase of the CoP.
- Use tools and platforms for effective communication and collaboration.

Unit 3: Nurturing and Growing the Community:

- Learn techniques for fostering active participation and engagement.
- Understand the role of leadership and facilitation in CoP growth.
- Provide ongoing resources, training, and support for CoP members.
- Promote a culture of openness, trust, and knowledge sharing.
- Establish regular meetings, events, and activities to maintain momentum.
- Encourage cross-functional collaboration and networking among members.
- Use incentives and recognition programs to motivate continued involvement.

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Unit 4: Sustaining Communities of Practice for Long-Term Success:

- Develop strategies for maintaining CoP relevance over time.
- Adapt CoP goals and objectives to align with changing organizational needs.
- Monitor and evaluate the impact of the CoP on knowledge sharing and innovation.
- Implement feedback loops for continuous improvement of the CoP.
- Ensure leadership support and resource allocation for sustained CoP operations.
- Explore methods to evolve CoP membership and maintain fresh perspectives.
- Use technology to enhance virtual engagement and accessibility.

Unit 5: Measuring the Impact and Value of Communities of Practice:

- Identify key performance indicators KPIs for evaluating CoP effectiveness.
- Learn how to measure the tangible and intangible benefits of CoPs.
- Use qualitative and quantitative metrics to assess knowledge sharing.
- Understand the impact of CoPs on organizational learning and innovation.
- Collect feedback from CoP members to track engagement and satisfaction.
- Create reports and dashboards to showcase CoP's success to stakeholders.
- Explore case studies on how organizations have demonstrated CoP value.