

Activity 2

SOLO ACTIVITY - 10 MINUTES

YOUR COMMUNITY STRATEGY CANVAS: WEEK 1










To complete this activity, you'll time yourself for 10 minutes and fill out the table on the next page with the answers to the questions below. Don't worry if you don't know the answer to some (or all!) of these questions. Just answer what you do know. This establishes a benchmark for you to begin the course.

Fill in each box in the canvas below by answering the following questions:

1	Business Alignment	Why is your community valuable to your business?
2	Member Alignment	Why is your community valuable to your members?
3	Positioning	How would you describe the purpose and culture of your community?
4	Experience	What will your community members be doing in your community?
5	Content and Programming	What kinds of content and programming will you be creating to fuel the community experience?
6	Measurement	What metrics will you track to measure the health of your community and its impact on your business objectives?
7	Team	What roles exist in your community team and what other teams will be involved in the community?
8	Communications	Who needs to receive a community report and what info will it include?
9	Budget	How much does it cost to run your community program?



THE CMX COMMUNITY STRATEGY CANVAS

ALIGNMENT	 Business Alignment	 Positioning	
	 Member Alignment		
DEVELOPMENT	 Experience	 Measurement	
	 Content and Programming		
MANAGEMENT	 Team	 Communication	 Budget

Next steps:

You don't need to share this activity with anyone, but save it for later reflection. You can now move ahead to the next lecture.