



# **ENROLLMENT GUIDE**



## Mission / Objectives

**We'll help you launch your career to new heights, build better communities, and **create more business impact** with the most comprehensive learning platform for community builders.**

Community building is an exciting and rapidly evolving field that, while becoming more mature and accepted as a valued business practice, has long experienced a skills gap for professionals tasked with launching and maintaining communities. This is due, in part, to a general lack of formal learning programs aimed at addressing this audience and their needs.

Students enrolled in Community Strategy Academy will level up by exploring a broad range of strategic community building approaches, understand the connection between their work and business outcomes, and learn powerful new skills that will serve them for years to come.

Targeted objectives of the Academy include:

- ◆ Enhance your community building skills and general business acumen, and tie the two together to greater effect
- ◆ Frame real-world community building challenges such that they can be solved with strategic thinking and tactical execution learned here
- ◆ Evaluate multiple approaches to solving common community management challenges and how to select the most appropriate one
- ◆ Gain a deep understanding of how to drive shared value between a business and its customers through community programs
- ◆ Collaborate effectively across the organization to deliver outstanding results with respect to cross-functional community programs
- ◆ Develop an analytical mindset, make data-driven decisions, and measure the impact of community on the business



## Curriculum

We're crafting **high quality and deeply impactful curriculum** for builders at all skill levels and every stage of the community maturity lifecycle. There's something here for everyone.

Whether you enroll in a single course or many, you will walk away with new perspective, tangible skills, and guidance that you can immediately deploy in your community building journey. Business impact will quickly follow.

Our curriculum is designed to be practical, actionable, and comprehensive (our roadmap calls for 50+ courses). Here is how our learning is structured:

- ◆ **Foundational** — courses that are all about building from the ground up and are often are classified by titles that include the words “fundamentals,” “foundations,” and “essentials.” Examples include *Community Foundations* and *Community Roadmap Fundamentals*.
- ◆ **Skills & Career** — courses that are geared toward starting a career in community, building new skills, and becoming more strategic. Examples include *Starting A Career In Community*, *Top 10 Skills For Community Pros*, and *Community Manager — Core Skills*.
- ◆ **Platforms & Technology** — courses about platforms & tech used in community building, assessing their fit with your strategy, and successful long-term management. Examples include *Community Platforms Essentials* and *Advanced Strategy: Platform Migration*.
- ◆ **Community Focus** — courses that dive deep into specific types of communities, use cases, and execution at various points along the maturity curve. Examples include *Customer Success Community Fundamentals*, and *Advanced Strategy: Mature Communities*.
- ◆ **Community Programs** — courses that pinpoint the vast array of components of community strategy. You'll learn how to plan and execute each with precision, and measure their impact. Examples include *Acquisition & Conversion Programs* and *Content Programs*.



## Instruction

**You'll learn from one of the most experienced and successful professionals in the community industry. He'll share his **world-class expertise** through clear and thoughtful instruction.**

Community Strategy Academy is taught by **Brian Oblinger**.

Brian has spent 25 years building communities for startups, enterprise companies, non-profits, and local organizations. He has contributed to community efforts at hundreds of companies like Acer, Alteryx, Autodesk, Comcast, eBay, Hewlett-Packard, Oracle, Pega, and Sony PlayStation.

In the Academy, all of his knowledge, learnings, and experience will be yours. You'll build new skills and elevate your community to the next level.



Experience it for yourself! All of our courses feature lesson previews so that you can get a sense of the curriculum and Brian's instruction style before you enroll. We also recommend the free ***Welcome To The Academy*** course to learn more about Brian and our offerings.



## Pricing / Packaging

The Academy delivers **an incredible amount of value** to community pros and organizations at affordable prices. We offer an array of options to ensure you get everything you need to succeed.

We get it. Budgets are tight and you need to invest in things that provide the biggest bang for your buck. We've developed modular pricing and packaging for maximum flexibility and value:

- ◆ **Free Courses** — we offer several courses completely free of charge for those that are just starting out or want to experience the Academy prior to enrolling in our paid offerings. They're free forever!
- ◆ **Paid Courses** — choose your own path by enrolling in individual courses based on your personal needs. All one-time course purchases are yours to access for life.
- ◆ **Memberships** — unlock all current and future courses by subscribing to annual or lifetime plans. You'll also get access to office hours, learner community (coming soon), and 1:1 coaching.
- ◆ **For Teams** — have a team that you want to send to the Academy? We've got you covered with special group rates. We also offer virtual and in-person learning. Reach out below for pricing & details.

Visit the Academy to see current pricing and subscribe via email to receive updates about new course offerings, promotional events, and other news.

## Contact

Site: [communitystrategyacademy.com](https://communitystrategyacademy.com)

Email: [info@communitystrategyacademy.com](mailto:info@communitystrategyacademy.com)