



MANAGING PROFESSIONAL COMMUNITIES, PEERS AND ENTREPRENEURS

Exciting Subtitle

WHO AM I?

Research & Lab Management - 10-50 staff, students, graduate researchers, professionals and investors

Project Management - Multiple projects with small, remote teams and clients

Indie MEGABOOTH - 4-150 staff, developers, publishers, platform holders, industry professionals per an event

Alumni List - 600+ developers and industry professionals

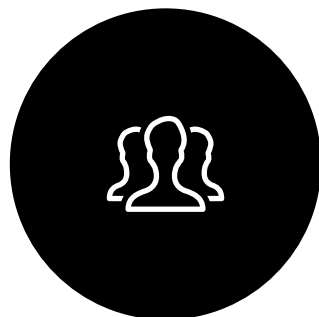
BitSummit - 6-150 staff, developers, publishers, platform holders, industry professionals per an event + consumers

IGF - 4-450 staff and Judges/Jury members + ~700 entries per a cycle

Mentor/Advisor for developers and partners on various projects and initiatives



PROFESSIONAL COMMUNITIES & RELATIONSHIPS



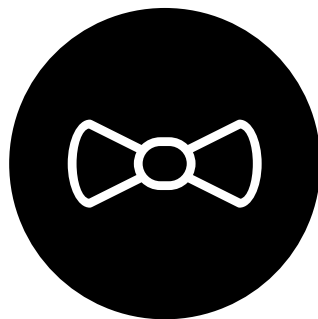
Inter-company Group Collaborations



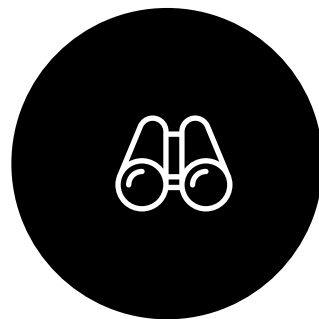
Client Work



Professional Community Events



Sponsor and Partner Relationships



Community Organizing/Activism



THINKING AHEAD

- Who is this for?
- What role does it fill?
- What traits does your ideal participant have?
- What will make them feel welcome?
- What will make them leave?

WHAT MAKES PEOPLE LEAVE?

Lack of purpose, clear goals and boundaries

Early domination of conversations and culture building by unintended parties

Non-meaningful work, vague expectations and confusion between volunteers



CREATING COMMUNITY CULTURE AND ENCOURAGING POSITIVE BEHAVIOR

Be Selective

Although it may be tempting to boost numbers early on, the decisions you make about who joins during this time can have long term consequences on the culture and participation level of the group

Be Efficient

Spending 90% of your time managing 1 or 2 people is not effective and could discourage participation

Do your Research

Treat community participation and client partnerships as a job hire

Be Prepared

Have an established code of conduct and a plan for enforcing

Be Consistent

Base your interactions on your values, be consistent and conduct regular post mortems or provide ways for feedback

Lead by Example

Enforce policies uniformly across all members and clients

MAKE PARTICIPATION SUCCESSFUL



Collaborative participation

Discrete roles to be filled with concrete, non-time consuming work. Set realistic expectations, make the instructions clear, discuss their other commitments and have a backup plan.



Actionable participation

Things that you can request from a large group of people that are one time, low barrier commitments. Provide links, the benefit to their participation and clear instructions that are timely and direct

If someone feels that their time was used to create something meaningful they will be more likely to participate again in the future. Set them up for success even if it's small!

COLLABORATORS ARE NOT EMPLOYEES

Participants are likely not paid and in some cases may be paying for access

Motivating factor for participating may be at conflict with your own goals

Primary roles and responsibilities should be handled by your core team



WHAT HAVE YOU DONE FOR ME LATELY?

Don't ask without giving back

Not all compensation needs to be monetary

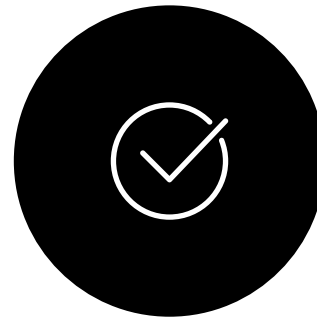
Aim for mutually beneficial partnerships



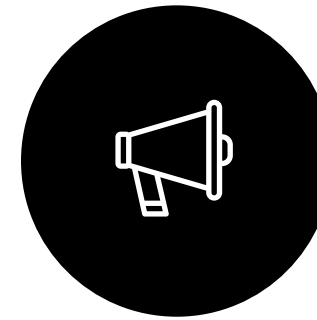
A close-up photograph of two hands holding two dark-colored puzzle pieces against a light background. The hands are positioned to bring the pieces together, symbolizing partnership and collaboration.

AIM FOR MUTUALLY BENEFICIAL PARTNERSHIPS

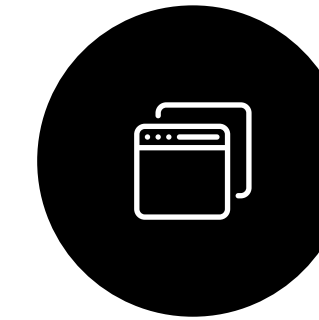
MANAGING MAILING LISTS & COMMUNITY CHAT GROUPS



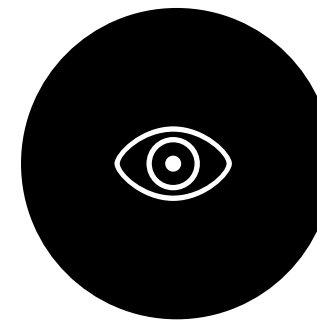
Define posting rules!



Communication in general should be concise and clear.
Keep things on topic and encourage participation and
positive feedback to members



Create separate off-topic mailing lists,
tags, chat rooms, etc.



Have someone responsible for keeping
things on topic and enforcing posting rules
(this should likely come from you)

IDENTIFY COMMUNITY STRESSORS AND DIFFUSE REACTIONS

- Keep up to date on current community news
- Maintain relationships with communities affected
- Cultivate by example how to handle stressful news or setbacks. Don't make rash decisions or emotional reactions.
- Address issues head on
- Privately talk with those most affected or that are reaching out to the community for support



REMOTE MANAGEMENT AKA COMMUNICATE!

COMMON ISSUES

- Mismatched schedules
- Variations in communications style
- Interpreting intent
- Clearly describing tasks
- Lack of boundaries
- Lack of accountability
- No 'team building'

SOLUTIONS

- Set work time expectations and follow up with increasing level of personal communication
- Read interactions with positive intent
- Clearly communicate your expectations - this may need to be in a form other than email
- Define tools and communication channels
- Plan team building

LEVELS OF COMMUNICATION

COLLABORATIVE

High level of detail and communication needed



COMMON TOOLS

Use specialized programs or methods for your team and keep a high level of communication and engagement. Verbal discussion and in person meeting can solve weeks of emails!

ACTIONABLE

Low level of detail with actionable items that are clear and easy



COMMON TOOLS

Provide multiple ways to find needed dates and information. Use common tools and programs that have very little barrier to entry or training to use

SKIMMING EMAILS AND GETTING ANSWERS

Networking Invite!



Inbox x



Kelly Wallick

to me cc: Cathy ▾

2:53 PM (1 minute ago)



Hello everyone!

We're working on putting together a mixer for everyone in the "Cool Professional Group"! We thought it would be good to get everyone together in a room so we could meet in person and chat. We're thinking to hold it on a Friday, which would be good for keeping costs lower from the venue. Traffic could be bad so maybe 8pm would work for everyone? Then you can leave work and get here on time. We're going to be holding it at Bar Hangout, which is on 5th and Main, near campus.

Cathy has offered to help run the event! She has helped us out before and is really excited to run our first meetup. I think she'll do great!

If you're going to attend, respond to this email and we'll save you a ticket! If you think you can't make it but would like to reserve one just in case, please note that in your response.

See you there!

SKIMMING EMAILS AND GETTING ANSWERS

[CPG] [ACTION ITEM] Responses needed 3/15/17



Inbox x



Kelly Wallick

to me cc: Cathy

2:54 PM (1 minute ago)



Hello everyone!

We're holding a networking event **Friday (March 17th) at 8pm!**

RSVP here!

<https://docs.google.com/a/indiemegabooth.com/forms/d/e/1FAIpQLScZbbeemZLm-WYA4T1qPOCqEeCyxsFiaLySQ1XLK9sPVx46g/viewform>

Where:

Bar Hangout

5th and Main

<https://www.google.com/maps>

When:

March 17th

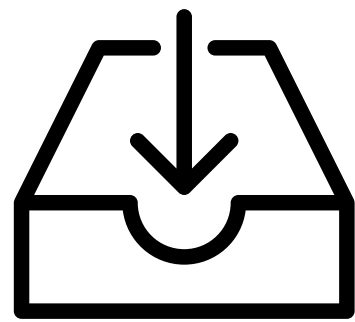
8pm - ??

Cathy - who is CC'd on this email, has been gracious enough to organize the event for us! If you have any questions, please contact here.

See you there!

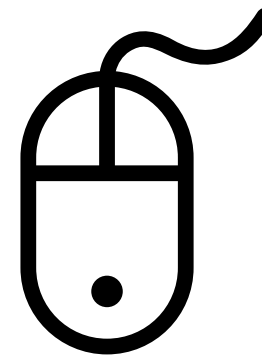
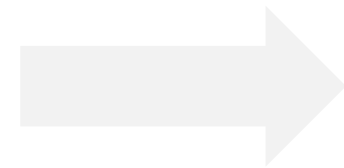
SET REALISTIC TIMELINES

When asking someone for a task that will take ~20 minutes of work, plan for 1 - 1.5 weeks of turnaround time



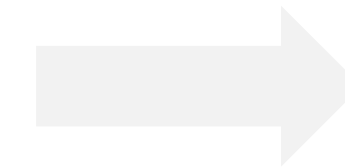
2-3 DAYS

To receive and read the email



1-2 DAYS

To act on your request



2 DAYS

For questions and follow up

“ When we fail to set boundaries and hold people accountable, we feel used and mistreated.

”

B R E N E B R O W N

BOUNDARIES

“ People who violate your boundaries are thieves. They steal time that doesn't belong to them.

”

E L I Z A B E T H G R A C E S A U N D E R S

“ Lack of boundaries invites lack of respect.

”

A N O N Y M O U S

“ The difference between successful people and really successful people is that really successful people say 'No' to almost everything.

”

W A R R E N B U F F E T T

SUMMARY

Think about the kind of community and people you would like to work with and base all your actions on reaching these specific people

Be clear, concise and timely with your requests and communication. Provide deadlines, tools and information to set your employees and community members up for success!

Create mutually beneficial partnerships and arrangements to encourage meaningful participation

Be aware of your boundaries versus the needs of the community

CONTACT INFO



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