Communities of Practice (CoP) 
Masterful, Mundane or Missing

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If you don’t motivate your best people, Who Will?

Motivation

<table>
<thead>
<tr>
<th>Autonomy</th>
<th>Mastery</th>
<th>Purpose</th>
</tr>
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<tbody>
<tr>
<td>Small self-organizing teams help promote autonomy</td>
<td>How do you create Goldilocks tasks for 100s of people?</td>
<td>Product Managers, Product Owners, Corporate Leaders should all provide a sense of purpose</td>
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SAFe Motivation

- Value Streams = Purpose
  - The best way to create products
- Teams = Autonomy
  - Scrum, XP, Kanban or whatever is best
- SAFe recommends CoPs = Mastery
  - CoPs must be leveraged

SAFe has built in Motivation for People, *(if you leverage it)*
People Practice/Problem

- $$$ and time learning a practice
- 20 - 40 years doing it
- Change Companies
- Change Industries
- Tigers don’t’ change their stripes

People rarely change careers
Big Masterful Events

• Atlassian ShipIt Days
• FedEx Days
• Hackathons
• CreateAthons
• Post-It notes 15% time
  • 1974, 3M scientist Art Fry

May not promote Mastery
& Expensive
What is a CoP?

“A Community of Practice is a group of people who share a concern or a PASSION for something they do, and learn how to do it better as they interact regularly.”  Wenger-Trayner, Dec 28, 2011
CoP Operating Model

- Sponsor
- Responsible party
- Find leaders
- Survey base
- Market
- Invite guests
- Evolve

*Trust, Have Fun!*
Good Story

• Business came to CoP
• Testers and Customers agreed on a problem
• Learned from each other
• Continued after CoP

Customers & CoP = Big Win!
Extending CoPs

Have CoPs Produce
• Innovation & Planning
• Meetups
• Teach Backs
• Wikis
• Toastmasters

Principle #8 – Unlock the intrinsic motivation of knowledge workers
What will you do?

• Your Why
• Sponsor
• Conversations
• Take action

Someone needs to do it?

Why not you?