

Community Value

A Community of Practice (CoP) has to provide value to both members and the sponsoring organization. You also have to think about value both in the short term and in the long term.

Use the following Value Matrix Template to identify the Short-Term value and Long-Term value that your community provides or will provide to both Members and the Organization.

Note:

- You may be targeting more than one Audience Segment or Persona, if this is the case you may want to add one or more rows for Member Segments in the Value Table since each segment may have different short term and long-term values.
- Similarly, if you have more than one sponsoring organizations/key partners you may want to add one or more rows for Organizational short-term or long-term value.

CoP Value Template		
	Short Term Value	Long Term Value
Members	<ul style="list-style-type: none"> • • • • 	<ul style="list-style-type: none"> • • • •
Organization	<ul style="list-style-type: none"> • • • • 	<ul style="list-style-type: none"> • • • •

CoP Value Template		
	Short Term Value	Long Term Value
Members	<ul style="list-style-type: none"> • Help with challenges • Access to expertise • Increased confidence • Fun with colleagues • Meaningful participation • Sense of belonging 	<ul style="list-style-type: none"> • Professional development • Enhanced reputation • Professional identity • Extended network • Increased marketability

Organization	<ul style="list-style-type: none">• Rapid problem solving• Time and cost saving• Improved quality• Synergy across units• Resources for operations• Community-supported risk-taking	<ul style="list-style-type: none">• Strategic capacity building• Increased productivity• Knowledge-driven projects• Latest thinking• Innovation• Retention of talent• New strategies and capabilities
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This document is part of the Communities4Dev CoP Toolkit featuring practical resources to help you develop impactful Communities of Practice in the development sector. [Access the full CoP Toolkit.](#)