### Background and Purpose
- What is the business context in which the Community would be operating and why you have chosen to create a CoP?
- What is the business need that this CoP addresses? What is out of scope?
- What is the primary (but not exclusive) scope the CoP will focus on: practitioner support, business support, learning, innovation, or coordination?
- What does success look like in six months/one year?
- What are the benefits for the members and for the organization and its clients?
- How will objectives be negotiated and agreed upon with members?

### Membership
- Is membership open, closed, or something in between?
- Is it limited to WBG internal staff only, is it a mix of WBG staff and external audiences, or is it mostly for an external audiences?
- How will you recruit a core group of members and attract new members?
- Understand member’s needs. Do an audience analysis.

### Operating Model
- Who will take on the key Core Team roles: sponsor, leader(s), community management professional(s), KM adviser? How much time they need to dedicate?
- How will decisions be made?
- Any potential work groups/ projects and who will lead them?

### Behaviors
- What are the desired behaviors for the CoP (trust, respect, collaboration, reciprocity, network/idea/resource sharing, goal alignment, listening, open & honest discussions, etc.)?
- What strategy (tools, facilitation norms, incentives) will you use to generate these behaviors?
- How will you and the core team conduct yourselves?

### Content & Programming
- What will the content strategy be like? (calendar and responsibilities)
- What kind of activities will the CoP have (meeting, BBL, panel discussion, conference, workshop, etc.) and how frequently?

### Platform & Other Convening Venues
- What online and face to face convening venues would you have (Yammer, Teams, C4D, WebEx, in person events and meetings)
- How will you communicate with members?

### Resources
- What kind of budget will be required? (staff and consultant’s time, events, collateral, etc.)
- What IT and support resources will be required?

### Measurement & ROI
- What are the desired outcomes and how will you measure them?
- What quantitative and qualitative metrics will you need?
- How will the CoP report its results? (frequency, format, audience)

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**Source:** Adapted from examples from Syngenta, Mars, the World Bank CoP Strengthening Initiative, Etienne Wenger, and CMX Community Canvas.