The Power of Community
TRIBES & TRUST

A Really Terrible Year

The Brain and Belonging

What is Community?

Whatever you create, whether it is an experience or a product, if there are people involved, developing a community has the capacity to take it to a greater level.

You always remember, support, and protect who or what helps you belong.
I Should Know...

• 500+ discussions • 15,000+ mail list • 200 + interviews

Growth was organic, but not accidental

The 5 ELEMENTS OF POWERFUL COMMUNITY

People
Shared Experience
Shared Purpose
Resources
Trust

#1 “People Like Me”

Early #ASSNCHAT on Twitter

#2 Shared Experience
Meetups
In person & online

#3 Shared Purpose

You always remember, support, and protect who or what helps you belong.

#4 Resources

The 5 ELEMENTS OF POWERFUL COMMUNITY – Examples

People  Shared Experience  Shared Purpose  Resources  Trust
The 5 ELEMENTS OF POWERFUL COMMUNITY

#1: PEOPLE

When was the first time you felt like you really belonged?

The 5 ELEMENTS OF POWERFUL COMMUNITY

- People
- Shared Experience
- Shared Purpose
- Resources
- Trust
Let’s apply: The 5 elements of powerful community

- People
- Shared experience
- Shared purpose
- Resources
- Trust

Fast-tracking trust

- Consistency
- Intention
- Interaction
"Who will you be when you are done being who you think you are?"

-Ram Das

You always remember, support, and protect who or what helps you belong.

You belong.