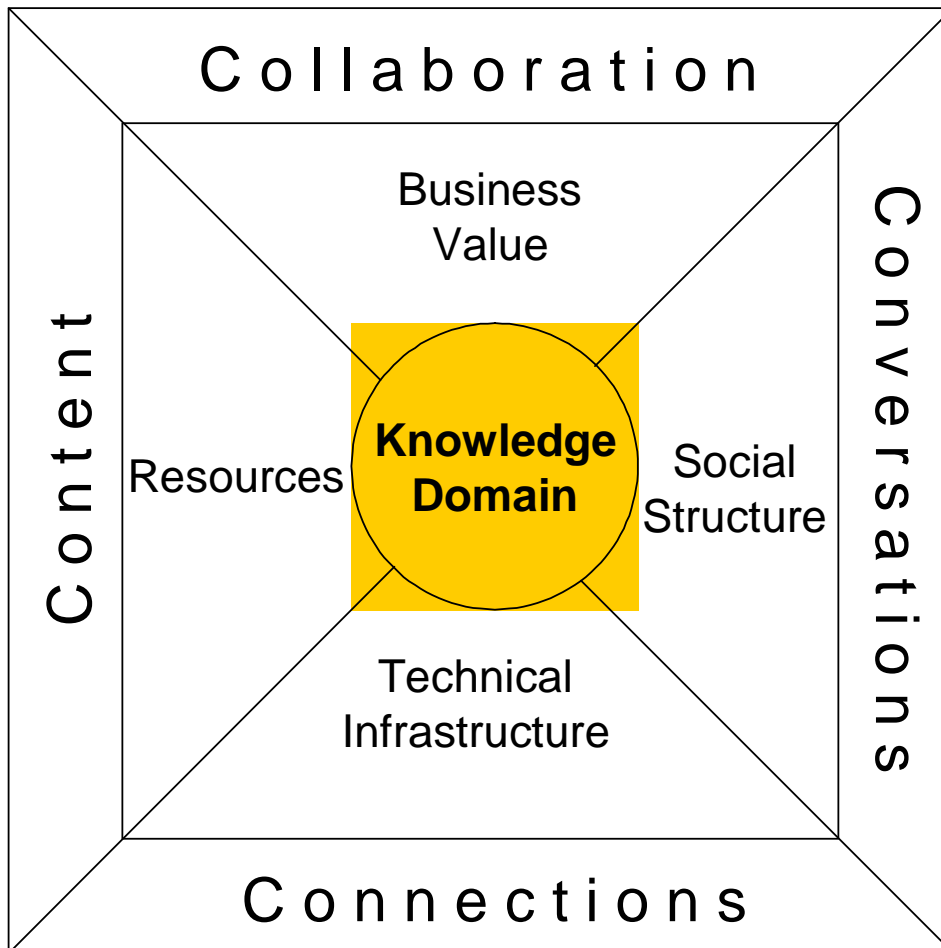


## Elements of Successful Communities

Outlined here is a *community architecture*. This provides a visual framework (figure 1) for consideration of the elements of community building that need attention.

Figure 1 An Architecture for Community Building



### Knowledge Domain

At the heart of every community is a domain of knowledge. This binds members through a set of shared experiences, challenging issues and the ongoing development of domain knowledge. Successful communities will over time be regarded as the steward of that domain of knowledge for the whole organization. A domain may well be based around a professional discipline, particularly in those cases the specialists are widely dispersed around an organization e.g. lawyers, health and safety specialists. Frequently, it is focused on some specific problems or opportunities e.g. marketing to Eastern Europe, “greening” the business environment.