



JONATHAN NORMAN

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Masterclass

I AM SPEAKING AT:

**2021 | IPMA GLOBAL
BEST PRACTICE WEEK**
ONLINE EVENT

April 27th | 9:00 am CEST / UTC+2

During this Masterclass session Jonathan will introduce delegates to the tools and techniques associated with a professional Community of Practice and workshop some of the key aspects of community design and development.

Working with colleagues from the Major Projects Community, Jonathan will help delegates to:

- Explore what kind of community is appropriate for their needs
- Build a landscape for their community
- Identify where and how they might get started
- Learn about the activities and events associated with community
- Plan a community programme and schedule
- Discover many of the common and not so common techniques for facilitation
- Work out ways of measuring the success of their community

The four hour session includes a 40 minute peer group coaching activity allowing delegates to gather feedback and input on their own CoP questions and challenges.

The workshop will introduce a number of models and frameworks for the delegates to take away with them including: the community landscape; the value of personas; the four types of activity matrix; the sources of community of value model and recommend sources and resources for further reading and online reference.

Connection to IPMA: I've worked collaboratively with IPMA for over 10 years, initially as a publisher of project management books at Gower Publishing. More recently in my role as Knowledge Manager at the Major Projects Association, I have offered input to the Association's own Community of Practice plans and am supporting the CaProSoc Research Initiative.