Les communautés de pratiques
Maillon essentiel de la stratégie KM de l’entreprise
Louis-Pierre GUILLAUME
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GUILLAUME Louis-Pierre

• AMALLTE, depuis dec. 2018
• Conseil en knowledge management, Communautés & Collaboration
• Taille: 1 personne 😊
• Améliorer l’efficacité via le partage et la valorisation des connaissances.

• Ex Directeur du Knowledge Management Office de Schneider Electric & Ex Directeur du Know-How de Tereos
Knowledge Management

is the systematic effort to enable knowledge to grow, flow and **create value**

**Communities of Practices: KM’s "Killer App"**
Plastic Community
Lead by Delphine

- Sharing and building **best Practices** on Plastics technology
- Enabling a **sustainable portfolio for plastic materials** in the coming years
- Boosting our collaboration and **innovation** with plastic materials **suppliers**

120 members since 2013
People

- 2 Community Leaders
- 120 members: RD Plastic & plastic purchasers

Objectives

- Provide a **strategic vision** on relevant topics to be able to answer to tomorrow’s stakes
- Secure up coming **risks** and contribute to face **environmental regulations** and their impact on raw material market

Interactions
Les communautés professionnelles dans l'économie du savoir

Le partage, et a fortiori la gestion en commun des savoirs ne se font qu'au sein d'un collectif de confiance mutuelle : la communauté.

Une communauté professionnelle est un ensemble de personnes interagissant en vue du bien commun de tous (soutenir l'activité économique) et en vue du bien de chacun (développement personnel).

• Sa raison d'être au sein d'une grande organisation est d'exploiter la puissance de la collaboration entre entités distinctes.

• Son mode de travail est d'organiser et de ritualiser les échanges de savoir entre ses membres, afin de permettre à chacun de mieux remplir sa mission.

• Sa mission est aussi de valoriser les savoirs échangés ou créés par ces interactions en les capitalisant sous forme explicite au bénéfice de l'organisation et en les réutilisant ...

L'animation de communautés de savoir - «community leadership» est en passe de devenir une compétence clé du manager du 21e siècle.
Communities@Work

They are the Schneider communities of practice (CoP)

Groups of people with a professional topic and a strategic objective

The purpose of those communities is to increase collaboration, thus helping

1. save time,
2. reduce cost
3. bring more business.

- 180 Communities@Work
- 20,000 members
- 220 community leaders
Eureka Technical Communities

/part of the community concept, using a non-Eureka-specific mechanism; belong to the whole community, but grouped under SIGs for convenience; may be listed under multiple SIGs

SIGs can be shared

BBs not related to Eureka

146 communities + SIG
Communauté de pratique pilotée
Three key success factors

People

Objectives

Interactions
**Community Leader**
- Drives the community activity
- Stimulates and maintains the Community dynamic and vitality
- Encourages collaborative efforts

**Champion / Core team**
- Local advocates of the community leader
- Supports the community leader in animating the community

**Members**
Participate and contribute to the community life

**Sponsor**
- Supports and promotes the Community
- Encourages knowledge sharing
- Ensures that resources are allocated as needed
Objectives

Scope
Briefly describe the scope of your community. What field/activity? Who are the targeted members? For example: the XXX community reach all the offer managers in Food and Beverage segment? You can also precise what is out of the scope of your community.

Purpose
What is at stake? What do you want to fix, resolve, improve with your community?

Benefits for the members

Benefits for the business

Benefits for the customers
Community Leaders’ network animation plan

Interactions

- Working groups
- Webinars
- Training
- Enterprise Social network
Tangible value from knowledge shared & reused
Success stories examples – Gold Communities 2017

**Power Conversion Community**  Lead by Michael

“Small, efficient and affordable inverters are a hidden but essential part of the energy revolution that is having a huge impact on all our lives. In response to Google's ‘Little Box’ challenge, Schneider Electric’s Power Conversion experts created a miniature prototype inverter that won 2nd place out of 2,000 entries. This was possible thanks to the outstanding efforts of a diverse range of experts, brought together by the Power Conversion Community.”

**Plastic Community**  Lead by Delphine

In an increasingly strict regulatory context, designing environmentally friendly products is a strategic challenge for a responsible company. Schneider Electric’s Plastics Community helps the company massively reduce the risks associated with plastics use, thanks to the Schneider Electric Materials and Chemicals Directive, written to address the constraints facing all the different stakeholders.

**Global Labs Technical Community**  Lead by Wu

As Schneider Electric’s R&D teams develop global multi-site projects, it has become imperative to guarantee consistent tests results from lab to lab. The Global Lab Technical Community allowed Schneider Electric experts to work together at a global level and with unprecedented cooperation, to unify and deploy global test methods that reduce waste and improve time-to-market.
Conditions of success of CoPs

Research: Identify the **key success factors** of the Schneider communities

Through **interviews of 15 community leaders** and a **survey answered by 1200 community members**

*Research conducted by CERAG: Centre d’Etudes et de Recherches Appliquées à la Gestion, Université Pierre-Mendès-France, Grenoble, France, 2017*

*Research funded by Schneider Electric (Knowledge Management Office) and CERAG*
Community Leader Involvement

Jobs and Membership Synergy

Trust
Extra Key Success Factor

Enterprise Community Program