Communities of Practice and Gamification

Communities of practice are groups of people who share a concern or a passion for something they do and learn how to do it better as they interact regularly.

Define the Domain

The domain is the interest of the community and defines its membership.

Mission	Vision	Values

Define the Community

The community is the members that engage in joint activities and discussions, help each other, and share information, building relationships that enable them to learn from each other.

Who are members of the community?

What motivates these members?

What constitutes participation versus non-participation in this community?

Is there a hierarchy within the community? What are the roles?

Are there individuals who are not included in the community? How might those who are othered (not belonging to the community) influence the shared meaning?

Defining Practice

The practice is the results of the collective effort of the community. These may be the experiences, stories, tools, ways of addressing problems.

What is the community objective(s)? (Check all that apply)
☐ **Problem solving:** "Can we work on this design and brainstorm some ideas; I'm stuck."
☐ **Request for information**: "Where can I find the code to connect to the server?"
☐ **Seeking experience**: "Has anyone dealt with a customer in this situation?"
☐ **Reusing assets**: "I have a proposal for a local area network I wrote for a client last year. I can send it to you and you can easily tweak it for this new client."
☐ **Coordination and synergy**: "Can we combine our purchases of solvent to achieve bulk discounts?"
☐ **Building an argument**: "How do people in other countries do this? Armed with this information it will be easier to convince my Ministry to make some changes."
☐ **Growing confidence**: "Before I do it, I'll run it through my community first to see what they think."
☐ **Discussing new developments**: "What do you think of the new CAD system? Does it really help?"
☐ **Documenting projects**: "We have faced this problem five times now. Let us write it down once and for all."
☐ **Visits:** "Can we come and see your after-school program? We need to establish one in our city."
☐ **Identifying gaps in competence**: "Who knows what, and what are we missing? What other groups should we connect with?"
☐ **Other**:_____

Strategizing Gamification

Gamification is the application of game mechanics to a non-game context to promote desired behaviors and drive outcomes.

What is the story of the community?	
How would you define the motivations of the members of the community according to Reiss categories: (Check all that apply)	**What are some mechanics that would be useful in the context of identified motivators that may drive the story.** **(See: [Mechanics and Motivators Palette](#))**
☐ **Acceptance**: the desire for positive self-regard ☐ **Romance**: the desire for sex ☐ **Family**: the desire to raise children and spend time with siblings ☐ **Status**: the desire for respect based on social standing ☐ **Independence**: the desire for self-reliance ☐ **Power**: the desire for influence of will ☐ **Social Contact**: the desire for companionship with peers ☐ **Vengeance**: the desire to confront those who frustrate or offend us ☐ **Eating**: the desire to consume food ☐ **Idealism**: the desire for social justice ☐ **Physical Activity**: the desire for muscle exercise ☐ **Curiosity**: the desire for understanding ☐ **Honor**: the desire for upright character ☐ **Order**: the desire for structure and stability ☐ **Saving**: the desire to collect things ☐ **Tranquility**: the desire to avoid experiencing anxiety and pain	

Mapping Community Engagement

What does the journey look like? What mechanics support the journey at various stages? How do you plan to implement these mechanics?

Stage	Supporting Mechanics	Method of implementation
Identification and selection of new members / Entry into the community		
Onboarding / developing sense of belonging		
Fostering engagement and participation		
Supporting knowledge management		
Emphasizing community accomplishments toward practice		

We would love to collect your worksheet as a sample! Email: info@flyingcloudsolutions.com

Resources

Peters, J., & Cornetti, M. (2020). Deliberate fun: A purposeful application of game mechanics to learning experiences.

Reiss, S. (2013). The Reiss Motivation Profile: What Motivates You? IDS Publishing Corporation.

Wenger, E. (1998). *Communities of practice: Learning, meaning, and identity*. Cambridge University Press.

Wenger, E., McDermott, R. A., & Snyder, W. (2002). *Cultivating communities of practice: A guide to managing knowledge*. Harvard Business School Press.

Wenger-Trayner, B., & Wenger-Trayner, E. (2015, June). *Introduction to communities of practice*. https://www.wenger-trayner.com/introduction-to-communities-of-practice/

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