



Le programme Communities@Work pour piloter les communautés de pratique

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Life Is On

Schneider
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Schneider Electric, the global specialist in energy management and automation...

€25 billion

FY 2016 revenues

~5%

of revenues devoted
to R&D

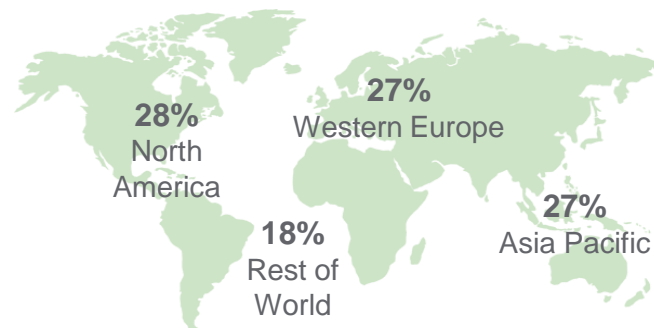
~160,000

people in 100+
countries

Diversified End Markets – FY 2016 revenues



Balanced Geographies – FY 2016 revenues



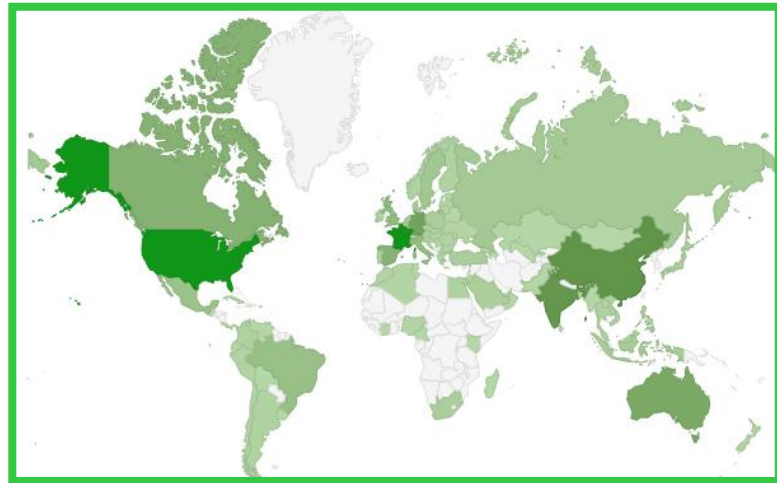
Communities@Work?



Communities@Work

The Schneider CoPs

The purpose of these communities is to increase collaboration, thus helping reduce time, reduce cost and bring more business.



- 170 Communities@Work
- 20,000 members
- 220 community leaders

A Program to Federate the Communities



Initialization of the Community Program in 2011

Three ExComs agree to launch a pilot (HR, IT, Strategy)



2012-2014: the Official 3-Year Program

Goal 2014: 30 active CoPs for better collaboration in critical domains

- 2012: Identify new CoPs, launch them on new social platform => 20
- 2013: Identify the “active Cop” => Measure the tangible value
- 2013: Groom the community leaders, industrialize ramp-up
- 2013: Fight against the confusion community <-> social network
- 2014: Create the Community Leaders Network, the role-model CoP
- End 2014: 130 CoPs, value demonstrated, the program continues

Tricky Ramp-Up 2012-2013; Need to Balance

- Top-down approach from top management
- Bottom up approach from existing communities
- Specific requests by each functional and business entity
- Request for quick and tangible results
- Ignorance by many of this new transversal concept, the CoP

170 Communities Supported by Communities@Work

- Enforce structure: Objectives, People, Interactions
- Bring visibility
- Deliver training
- Improve Collaborative Tools
- Provide metrics on community activity
- Access to a network of 220 community leaders: Lessons learned and Best-practice sharing

Key Success Factors of SE Community Management Program

- Follow the same principles as the CoPs it federates
- Measure of value of the CoPs from the opinions of the members
- Serve the CoPs



Good Practices to Lead Such a Program

- Sponsorship, from ExCom
- Help and support the CoP leaders
- Give a status to the CoP leaders



Recognition Program



Training and Events



What's Next?

- One-stop shop for the community leaders
- Continuous improvement in the support of the community leaders
- Improve measurement on community activity



