

# Your Easy Win for Staff Development = Communities of Practice

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# Speakers

- Rebecca Arsham is the corporate CADD training manager for Parsons Brinckerhoff, one of the world's leading architectural, engineering, and construction management organizations. As the global CADD training manager, she is responsible for the development of the corporate-wide CADD training program.
- Frank Ryan is the corporate CADD Services Manager for Parsons Brinckerhoff. Frank currently manages the Autodesk Enterprise Business Agreement for Balfour Beatty and is responsible for the CADD Services Group in the US which provides licensing, support, training, standards and BIM implementations for Autodesk and other CADD software.

Frank is the author of “All About Licensing” which was published in AUGIWorld magazine in October 2011.

Both Rebecca and Frank have extensive experience in the development and integration of the Community of Practice approach to promote staff engagement specifically in regards to knowledge sharing, adoption of new technologies and career development.

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# Learning Objectives

- Describe what a Community of Practice is
- Understand how a CoP can enhance learning
- Assemble a blend of learning resources to start a paradigm shift in the way you educates staff
- Create communications that relay important learning messages that staff will actually read, hear and use



An aerial perspective of a city skyline featuring a prominent bridge crossing a wide river. The bridge has a rainbow-colored line along its edge. In the foreground, there's a green park area with trees and a small pond. The background shows a dense urban landscape with various skyscrapers under a clear blue sky.

# Describe what a Community of Practice is



# What is a Community of Practice?

- Simple stated a Community of Practice (CoP) is a group of people that share an interest in a common subject matter **and** make an effort to share what they know and/or learn from the larger group
- Corporate CoPs are unique



Image courtesy of unknown

# Coordination

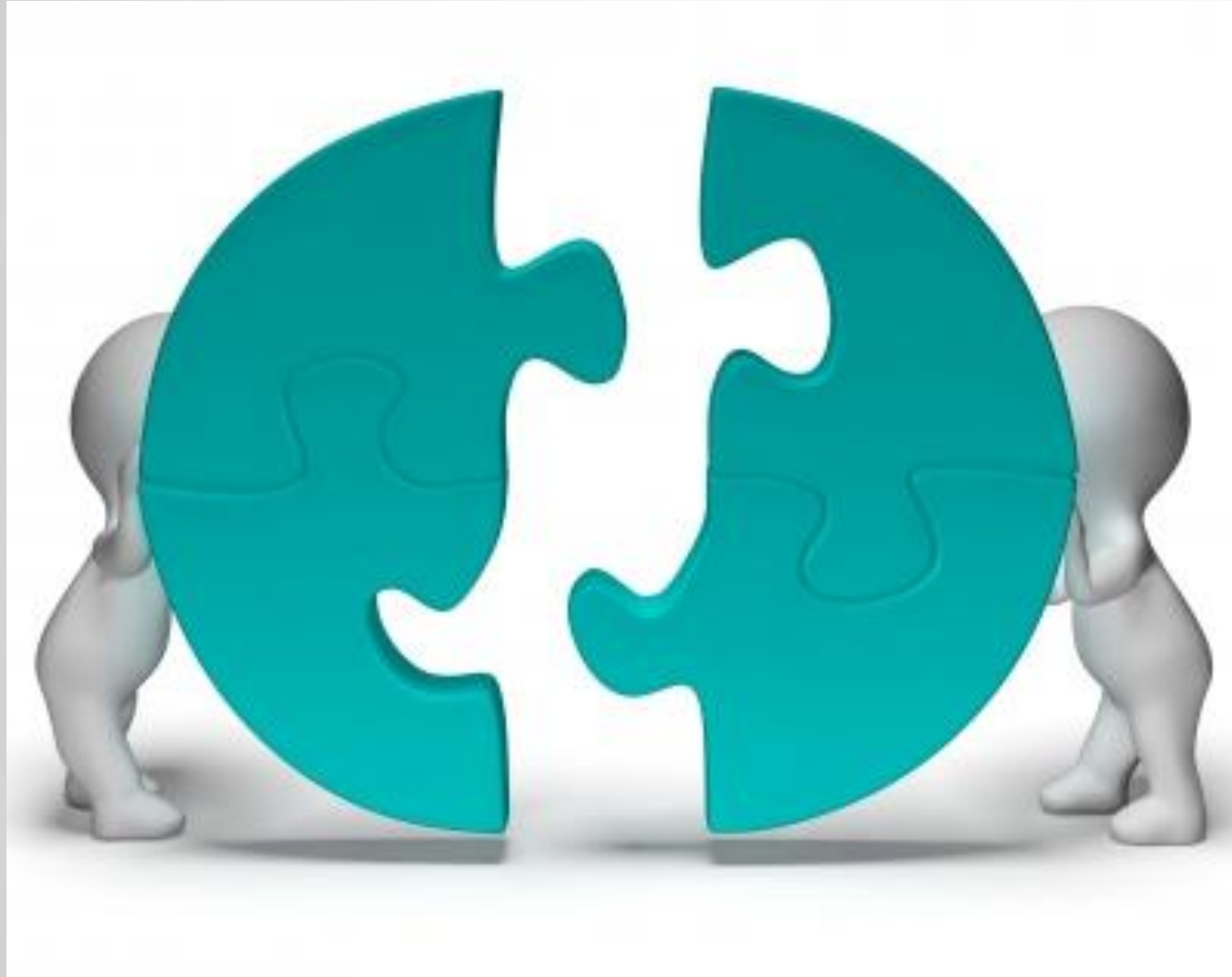


Image courtesy of Stuart Miles / FreeDigitalPhotos.net

- A Coordinator or Coordinating Committee a must!
  - Mission Statement
  - How to share information
  - What information is shared
  - Order and structure
  - Ensure free flow of information

# Free Flow of Information

- Rules of Engagement
  - All members are created equal
  - Member opinions must be respected
  - Information shared is not verified
  - Coordinator provides guidance





# Peer to Peer Collaboration

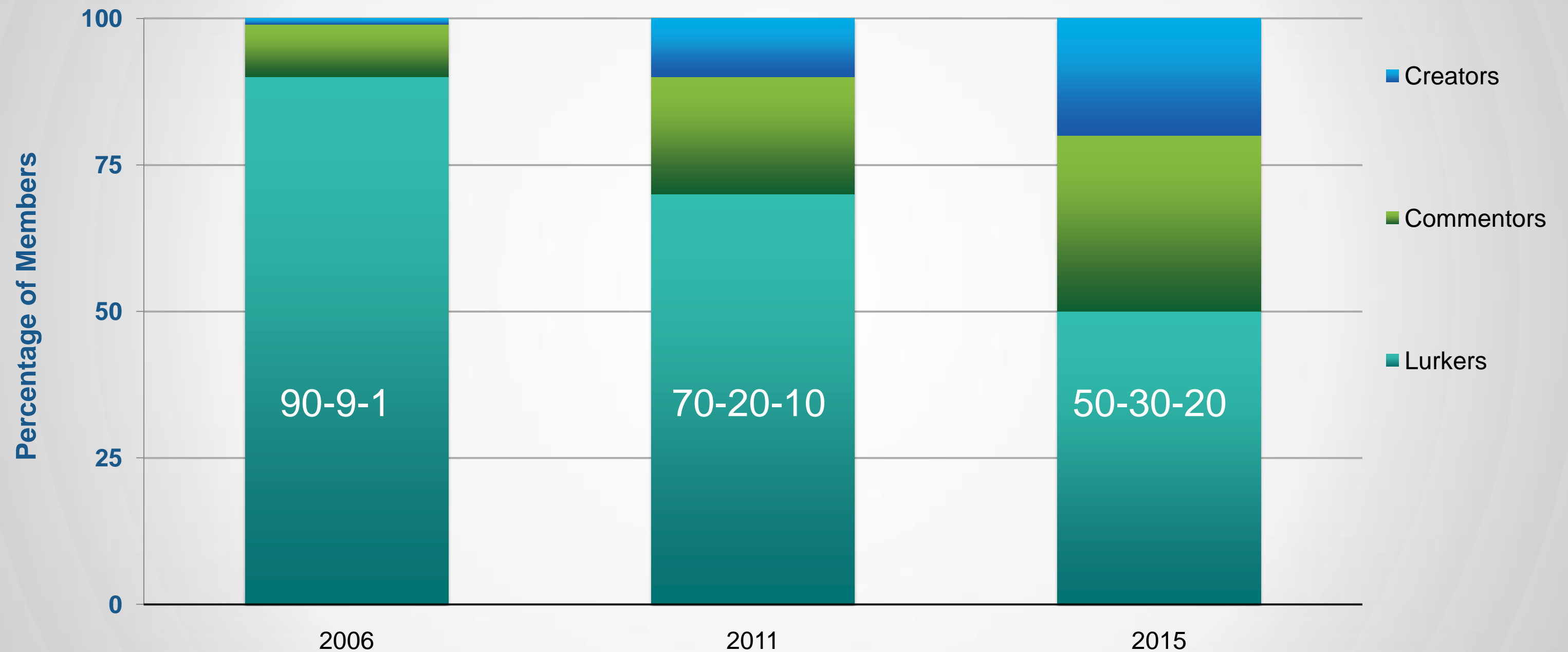
- Is a key motivating factor for successful Community of Practice
- Peers can be in next cubicle or anywhere in the world
- Positive environment for mentoring
- Promotes learning
- Promotes collaboration



Image courtesy of CoolDesign / FreeDigitalPhotos.net



# Rule of Participation Inequality



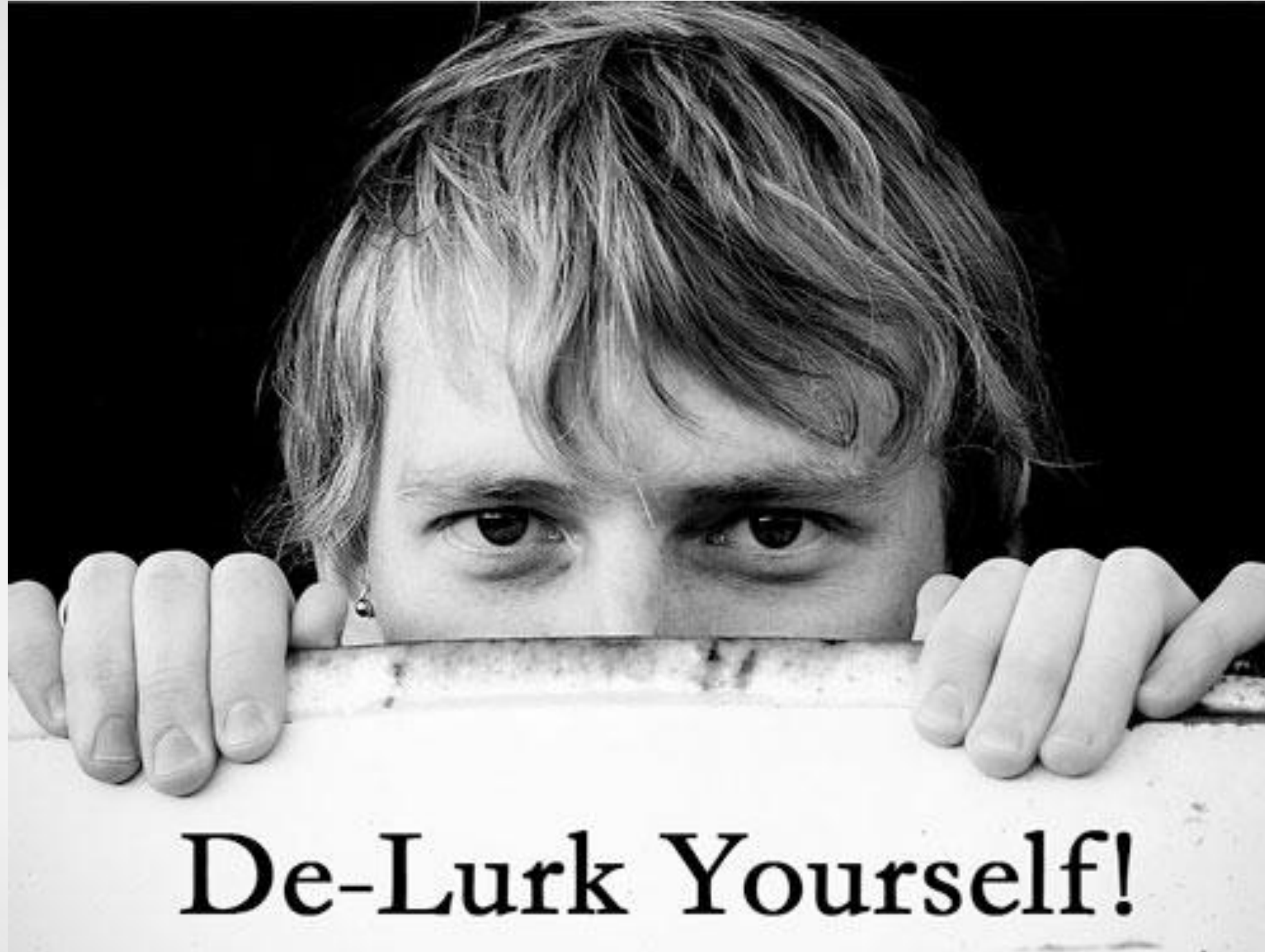


Image courtesy of unknown



# Non Active Participation

- Lurkers are consumers
- They use the information consumed to benefit themselves and projects
- Positive results



An aerial view of a city skyline, likely Chicago, featuring a large bridge crossing a river. The city skyline is visible in the background with several tall skyscrapers. The bridge has a rainbow-colored line running along its length. The foreground shows a grassy area with some trees and a small pond.

# What is NOT a Community of Practice?



# Management Directive



Image courtesy of CoolDesign / FreeDigitalPhotos.net

- Should encourage professional and social involvement for career growth
- Understand participation is voluntary
- Acknowledge and reward CoP participation
- Clear definition between Corp and Community

# Defined Process

- Company can establish a defined process that “creates” a Community
- BUT the key to success is....Person not Process
- Passionate leaders get things done – period!



# Corporate CADD Standard

- Corporate or Community?
- Corporate – Managed by IT or other Corp entity, little room for interpretation
- Community – Not managed, best practices or combined input of many



Image courtesy of Stuart Miles / FreeDigitalPhotos.net

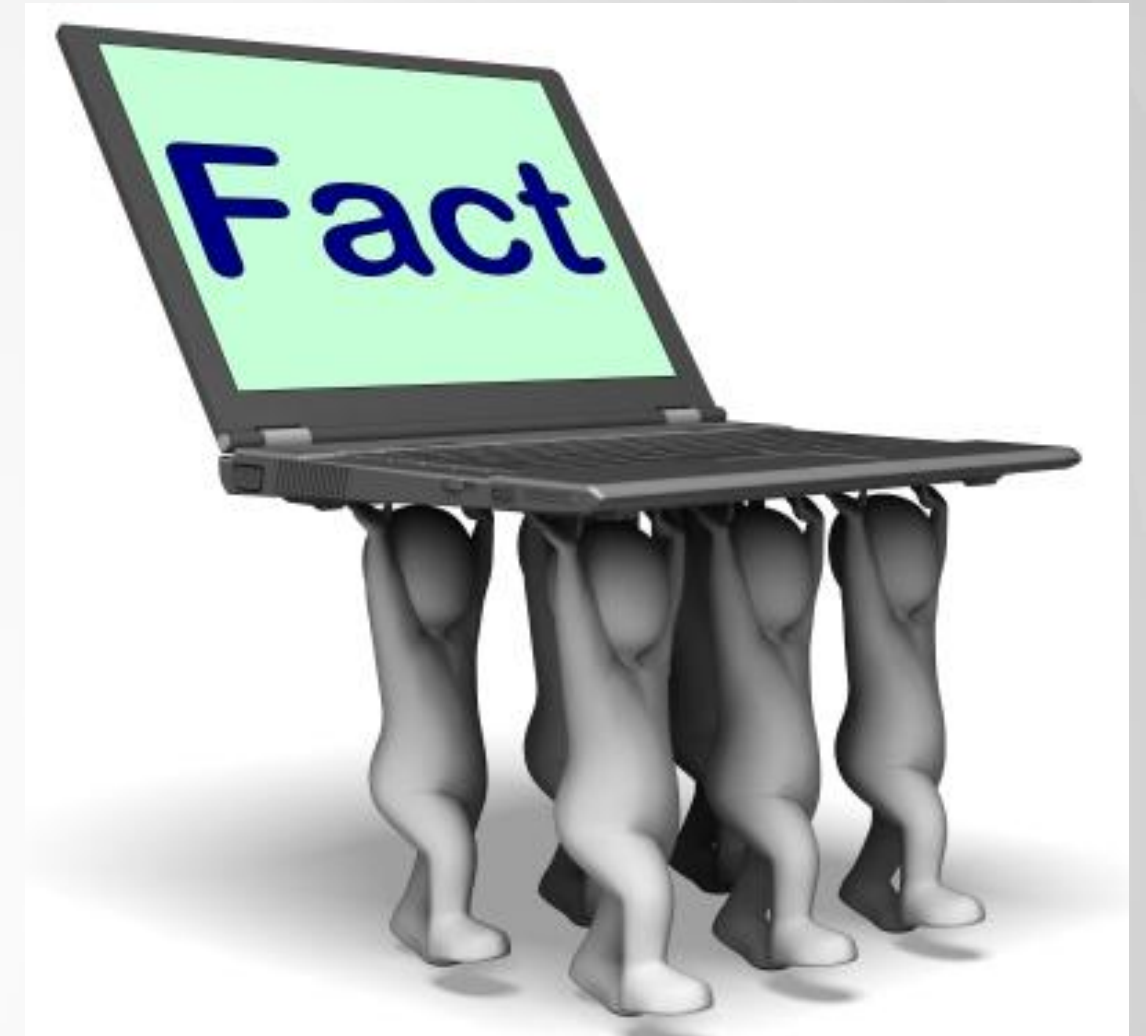


Image courtesy of Stuart Miles / FreeDigitalPhotos.net

# Vetted Material



Image courtesy of Stuart Miles / FreeDigitalPhotos.net

- Communities are NOT vetted material
- If you ask...
  - How can I...
  - What if...
  - What is the best way...
- If in doubt make it Corporate



An aerial view of a city skyline, likely Chicago, featuring a river (Chicago River) in the foreground and a bridge (Navy Pier Bridge) crossing it. The city skyline is visible in the background with various skyscrapers. A semi-transparent white banner is overlaid across the middle of the image, containing the text "Reward for Participation" in blue. The bridge has a rainbow-colored line running along its length. The river is blue, and the surrounding area is green with some trees and buildings.

# Reward for Participation



# Reward for Participation

- Expand your professional network
- Corporate recognition
- Expand your knowledge
- Financial incentives



Image courtesy of David Castillo Dominici / FreeDigitalPhotos.net

An aerial perspective of a cityscape. In the foreground, a multi-lane bridge with a rainbow-colored line along its edge spans a river. A red car is visible on the bridge. To the right of the bridge is a green park area with a blue oval field. In the background, a large stadium with a circular roof is visible, surrounded by various city buildings and skyscrapers under a clear blue sky.

# Understand how a CoP can enhance learning



# Training vs. Learning

- Training Environment
- Learning Environment
- CoP's Enhance Just in Time Learning
- Professional Develop – Who is responsible?



Image courtesy of Sheelamohan / FreeDigitalPhotos.net



# Personal Growth

- CoP provide a new avenue
- Individually results may vary
- Job security
- Corporation can capitalize on participation



Image courtesy of ddpavumba / FreeDigitalPhotos.net

# Corporate Recognition Programs



Image courtesy of scottchan / FreeDigitalPhotos.net

- Financially
- Free stuff
- Peer recognition
- Corporate recognition programs
- Seeding

# What's in It for Me

- Corporation needs to decide if:
  - Fully funded CoP?
  - Volunteer CoP?
  - What is the right mix?



Image courtesy of renjith krisnan / FreeDigitalPhotos.net



# Why are Corporate Communities Important

- Corporate Knowledge Management
- Inquiries and content comes from employees
- Constantly being refreshed
- Just in time access to information and learning
- While not verified it is often company centric and can be repurposed

An aerial view of a city skyline with a bridge over a river. A rainbow is visible on the bridge deck. The text is overlaid on a semi-transparent white box.

**Assemble a blend of learning resources to start a paradigm shift in the way you educate staff**



# What is a Paradigm?

- From the Oxford English Dictionary: a typical example or pattern of something; a pattern or model
- Can be defined as unconsciously making decisions or perceiving something that prevents you from advancing...



Image courtesy of Frank Ryan



# Paradigm Shift

- Identify the current condition/misconception
- Educate staff/management
- Shift the thought process to the new norm
- Take action to allow for the new way of learning



Image courtesy of renjith krisnan / FreeDigitalPhotos.net

# Then and Now



Image courtesy of unknown

- Early work environment for most Generation X (1960s to early 1980s).
- The drafting room was our first real community of practice, older staff training/mentoring younger staff.



# Then and Now



Image courtesy of unknown

- Office environment for a Generation Y (1977 to 2004) employees at the beginning their professionally career.
- Likely networked within the single office - eventually on a wide area network.
- Formal training in classroom environment.
- Budget and management approval was required and at time not guaranteed



# Then and Now



Image courtesy of CoolDesign / FreeDigitalPhotos.net

- This is NOW.
- Generation Z (1995 to 2012) may start their career in an office environment like the last slide however...
- Portal stations to the world
- Computing devices are becoming more and more mobile and even the highly technical software we use can be used on these mobile

# Paradigm Shift Statistics

- *From "Mobile by the Numbers" by Mashable's Sarah Kessler:*
- 4 billion mobile phones globally - 1.08 billion are smart phones
- By 2014, access to the internet through mobile devices will overtake access from the desktop
- Americans spend an average 2.7 hours a day socializing on their mobile devices daily
- The way people access information is changing fast
- Corporation need to change the way they provide learning content



An aerial view of a city skyline with a bridge and a river. The bridge has a rainbow-colored line running along its length. The city skyline is in the background, and the river is in the foreground. The text is overlaid on the image.

**Create communications that relay  
important learning messages that staff  
will actually read, hear and use**



# Get your message out!

- Develop a communication plan
- Have a schedule for everything
- Be realistic with schedule
- Research communication implementation plans
- Think globally – Outlook can help



Image courtesy of Stuart Miles / FreeDigitalPhotos.net

# Get your message out!

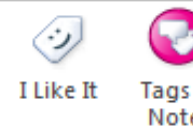
- Drive inquiries back to CoP
- Speak to audience
- Share message in many ways
- Have fun!



Image courtesy of Stuart Miles / FreeDigitalPhotos.net



## CADD Applications CADD Applications CoP Home



CADD Applications Site Administration Autodesk Bentley Software User Groups

All Sites



## Home

About our CoP  
Our Practice and Skills  
Tools & Resources  
Career and Training Resources  
Members  
Community Blog  
CADD Training Calendar  
Autodesk  
Bentley

Join this CoP

Site Search

Go to...

Discussions

Documents

Assets

Links

Events

Knowledgebase

Surveys

Suggestion Box

## Related Communities

VDC Community

BIM Community

Lists

Autodesk Product Keys

## CADD Applications

## Learn

## Newsletters



November 2013  
October 2013  
September 2013  
August 2013  
July 2013  
June 2013  
Older...

## CADD Training Calendar

Start Time	Location	Title
12/2/2013 11:00 AM	PB ATC Virtual Classroom	Revit Structures 2013 Fundamentals

[+ Add new event](#)

## New &amp; Featured Documents

Type	Name
	BB Op Co Docs
	Webinars
	Accountability
	Autodesk Agreement

## Share

## Remember When?



## Announcements

Title	Modified
<a href="#">How to request Autodesk or Bentley software</a>	11/27/2013 4:11 PM
<a href="#">Space Still Available! - Bentley LEARNserver Training Sessions</a>	11/25/2013 5:08 PM
<a href="#">Autodesk University 2013 - Free Online Access</a>	11/21/2013 9:07 PM
<a href="#">2014 Technical Associate - CADD Certification Applications</a>	11/19/2013 6:02 PM
<a href="#">Best of MicroStation - Bentley LEARN Training Sessions</a>	11/13/2013 1:15 PM

1 - 5

[+ Add new announcement](#)

## Webinars

Community TAD Join

## Connect

## Tell Us What You Think

## SUGGESTION BOX



"What If" we knew what you knew?

## Latest Discussions

Subject	Replies	Topic
<a href="#">AutoCAD database connectivity</a>	12	Autodesk Map
<a href="#">Publish command</a>	2	Autodesk AutoCAD
<a href="#">Converting to KML/KMZ file</a>	1	Bentley MicroStation
<a href="#">Shared Coordinates in Revit 2013</a>	2	Autodesk Revit Structures
<a href="#">Dealing with LiDAR data</a>	2	Autodesk AutoCAD

[+ Add new discussion](#)

## Software User Group Communities

## Software User Groups of the CADD Community

3ds Max - SUG Leader: Glen Loyd

AutoCAD



AUTODESK UNIVERSITY 2013





# Audience Driven Videos



Image courtesy of Stuart Miles / FreeDigitalPhotos.net

- Short 12-15 minute videos
- Management viewpoint
- Employee viewpoint
- Easy to share URL links

# Sample Presentation for Management

- Introduction/Agenda
- Growing With Company
- What's in It for You
- Outline Blend of Training and Learning Resources
- List How Company Can Take Advantage of Learning Resources
- Goals for Learning from Management View
- Measuring the ROI
- Recognition Program

# Sample Presentation for Employee

- Introduction/Agenda
- Growing With Company Through Continuous Learning
- Why You Should Care About Training (WIIFM)
- Learning Content Available to Employees
- How to Access Learning Content
- Streamline Learning
- Sharing Your Achievement

# Conclusion

- Staff Development is easy with a Communities of Practice
  - Connects community members to content
  - Creates a larger 'organized' group of learner that can learn from each
  - Discussion forums a benefit of CoP can be used as learning resources and quick references
  - Organically defined/share best practices that can eventually drive the creation of standards – informal share can turn into organized initiatives, funded by business units.
  - Allows for disorganized learning
  - Create a safe zone for capturing knowledge sharing



