COMMUNITY ORGANIZING: EMPOWERING KNOWLEDGE MANAGERS

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People
Power
Change
COMMUNITY ORGANIZING

LEADERSHIP IN ORGANIZING

- values
- goals
- shared action
- shared strategy
- shared structure
- shared relationship
- shared story
- resources

constituency
COMMUNITY ORGANIZING
STORYTELLING

- **story of self**: call to leadership
- **story of now**: strategy & action
- **story of us**: shared values & shared experience

**Diagram:**
- **Purpose**: Connects the circles of self, now, and us.
- **Community**: Links self and us.
- **Urgency**: Links now and us.
The 1:1 Relationship-Building

- Attention
- Interest
- Exploration (ask-answer)
- Exchange
- Commitment
THE SNOWFLAKE
Who?
What?
When?
Communities of Practice

A self-organized group of people who share the same profession and are motivated to develop relationships with one another across organizational boundaries, to share knowledge and collaborate, becoming better at what they do as they interact regularly.
IN KM PRACTICE

UNICEF’S GLOBAL KM STRATEGY
IN KM PRACTICE

UNICEF’S GLOBAL KM STRATEGY
THANK YOU AND...

Stay in touch:
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Credits:
All community organizing materials have been developed by Marshall Ganz, Harvard Kennedy School