



Dinner5 Professional is a series of 6 virtual sessions, spread over 3 months. Each session is focused on critical online community leadership topics. The approach outlined below is the meant to be enjoyable and productive.

SESSION 1	OVERVIEW	OBJECTIVES
Creating the higher calling	<p>While getting to know each other better, we'll discuss the purpose of your community, how you talk about this purpose, and whether this purpose needs tweaked to ensure the most effective vision for positive business outcomes and member loyalty.</p> <p>The purpose, the "higher calling" of your community is what drives the entirety of your work as a community leader. Being able to articulate your purpose clearly is the lens through with all strategy, tactics, and metrics are seen.</p>	<ul style="list-style-type: none"> • Create/refine your community's purpose • Determine best way to articulate the purpose • Pressure test this language in group created scenarios to understand whether the purpose statement is powerful; and how to share this purpose widely
SESSION 2	OVERVIEW	OBJECTIVES
Finding your leadership voice	<p>Have you asked yourself recently "Who am I as a leader?" or "What is my leadership style"? More importantly, have you asked yourself "How does my leadership work in context of my community?"</p> <p>Defining/identifying your leadership voice is critically important to making your community (and your career) succeed. The best way to advocate for your community is to be able to lead from the front.</p>	<ul style="list-style-type: none"> • Feel confident discussing difficult community leadership topics • Clarify your leadership plans and blind spots • Channel your creative thoughts into clear actions and directives
SESSION 3	OVERVIEW	OBJECTIVES
Creating your Community Product	<p>Your community is a product, or at least you should be thinking about it that way. Product development thinking helps to ideate, define, validate, target, and market your community for the utmost success.</p> <p>Community leadership can quickly get sidetracked by business realities or emotionally charged member issues. Building a "product life cycle" approach to community can help you stay focused on constant improvement and growth.</p>	<ul style="list-style-type: none"> • Look at your community through a product management lens • Create a "product" view of your community to make easier strategic choices and directly focus on marketing and recruitment • Generate a data-driven, ongoing product improvement process



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SESSION 4	OVERVIEW	OBJECTIVES
Planning your roadshow	CM don't have to know everything we have to know how to approach problem solving and critical thinking	Jake to add bullet here
SESSION 5	OVERVIEW	OBJECTIVES
Developing community culture and modeling behaviors	<p>A community professional is, at their core, focused on only two things: creating the community's culture and modeling behaviors that support that culture. But too often that culture is created passively... it just happens. Taking an active role in culture creation can ensure that your community stays focused on outcomes that make "everybody go home happy". And the best way to build culture is to lead from the front and model the behaviors you want to see in your members.</p> <p>As we move towards the end of our program, we are bringing all the pieces of our strategic discussions together to determine what actions we will take to drive that culture.</p>	<ul style="list-style-type: none"> • Articulate current and desired community culture • Understand how that culture impacts your desired business and member outcomes • Focus on the activities by you and your staff that drive community behaviors and actions
SESSION 6	OVERVIEW	OBJECTIVES
Building a self-care plan	<p>Community leadership is particularly draining, mentally, emotionally, professionally. Sometimes even physically depending on how many community events you attend every weekend!</p> <p>To end our session, we will help each other build a self-care plan to ensure that know how to set our boundaries, maintain them, and fight for them.</p>	<ul style="list-style-type: none"> • Understand where boundaries are getting crossed and what activities take the most out of you • Identify trouble spots in your teams and develop strategies for managing them • Identify how to take a vacation without things going off the rails