



Business/Professional Organizations and CommuniShare:

In business and professional organizations, members provide money, time and/or energy; and the organization provides its members a variety of benefits and services in return. Many of these benefits derive from the professional relationships which develop among members, relationships which benefit not only the members themselves, but also the organization and, arguably, the broader business or professional community as a whole. Most of the "relationship building" work organized by the organization relates to the professional nature of the group (e.g., via conferences, committee work, educational programs, placement services). Relationship building among members also happens around interests and experiences *unrelated* to the professional nature of the organization, but this tends to happen informally and incidentally (e.g., when having lunch together, while waiting for a meeting to begin). CommuniShare can facilitate both professional and non-professional relationship building so essential to business and professional organizations in several ways...

- CommuniShare can be positioned as another exclusive benefit of membership to the organization.
- In terms of building relationships around professional issues,
 - Members can share recommendations, or write their own reviews, of books, videos, articles, products, web sites, listservs, services, events, companies and other professionally relevant resources.
 - Organization staff can become aware of members' skills and expertise which may be useful in furthering organizational objectives or activities.
 - Members can gather feedback on ideas or proposals.
 - Members can find partners for new projects.
 - The serendipitous combination of diverse interests, backgrounds and perspectives can lead to ideas for new professional opportunities.
- In terms of building relationships around other issues,
 - Members can identify, and communicate with, others who share their interests, hobbies and passions (which are sometimes the basis for stronger relationships than professional interests).
 - With even moderate participation, the list of interests is likely to be diverse and impressive (and perhaps surprising), which will only enhance the perception of value and uniqueness of the particular community represented by the association.
 - CommuniShare could be used to enhance the relationship building that occurs around conferences and gatherings
 - a. *before* the event (perhaps encouraged during the registration process), CommuniShare can help "introduce" members to one another

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[Other Types of Communities](#)

introduce members to one another,
and can facilitate arrangements for
social activities at the event (e.g.,
going to a ballgame or to a special
restaurant).

b. *during* the event, printouts of Entries
could be used as a networking tool
and ice breaker.

c. *after* the event, CommuniShare can
help continue and reinforce
relationships.

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