



Corporations and CommuniShare:

Although they may not be called “communities”, corporate environments do in fact represent communities. And, because they operate during employees’ most active and wakeful hours, and are often characterized by intense emotional investment, these communities are sometimes quite significant in the lives of their members. Most companies today strive to promote a strong sense of community (sometimes called “teamwork”) among employees as a linchpin of their corporate culture. This effort is often challenged by the “social barriers” of departments competing for resources, geographic locations, or organizational levels. CommuniShare can help to reduce these barriers, and benefit the corporation in several ways...

- From a Human Resources perspective,
 - CommuniShare is specifically designed to promote a sense of community and interconnectedness, regardless of organizational or geographic barriers.
 - As a common resource, CommuniShare demonstrates by example that each employee—from janitor to president—is valued equally as a potential participant.
 - CommuniShare validates the “whole person” and celebrates diversity.
 - Exclusive access to the rich and varied community of company employees is likely to result in increased identification with and pride in the company, as well as greater loyalty and employee retention.
- From a Competitive Intelligence perspective,
 - Formal “Knowledge Management” processes would be complemented by the more “organic” nature of community self-indexing.
 - People from different parts of the organization could connect for specific, previously unanticipated purposes. (E.g., a marketing office is investigating opening a presence in a new country can benefit by discovering an employee from a different office who used to live there.)
 - CommuniShare could be used for employees to list previous employers, familiar products and processes, etc. So, for instance, when a salesperson is about to approach a new prospect, she can first speak to co-workers who used to work at that prospect.
 - The serendipitous combination of diverse interests, backgrounds and perspectives can lead to ideas for new products and markets.

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