

Who should join?

Groups and individuals from the non-profit and government sectors who are interested in improving their engagement levels with the business sector are encouraged to join.

The COP will be most helpful to participants who are already engaging with the business sector, although people just exploring the possibilities are also invited to participate.

COP members will be expected to attend regularly, share their experiences openly, and contribute to the building of a resource base as they are able to.

For more information please contact Garry Loewen at [garry.loewen@shaw.ca](mailto:garry.loewen@shaw.ca) or 204-257-6053.

To become a part of this community of practice please contact Brenda Doner at [brendadoner@rogers.com](mailto:brendadoner@rogers.com).

# A Community of Practice On “Engaging Business”



## The Purpose of the Community of Practice

The primary intent of the “Engaging Business” COP is to expand the knowledge of individuals in the non-profit and government sectors. The knowledge will help members collaborate with the business sector to achieve social change.

Members will identify knowledge needs, research and discover knowledge resources, and distribute those resources to other members. By sharing experiences and evaluating resources the members will also develop and disseminate promising practices for collaborating with business. The vision of the COP over the longer term is to increase the level of effective collaboration with the business sector.

### Together we will learn about:

- The purpose(s) of collaborating with business
- Different models of collaboration
- The roles that businesses best play
- What business can contribute
- What motivates business people to collaborate on social change initiatives
- How to approach business
- The capacities collaborations need to develop to be able to effectively collaborate with business
- The challenges of collaborating with business
- The keys to successful collaboration

## How the learning will take place:

The COP will be coordinated by Brenda Doner and supported by Garry Loewen, who will act as the key resource person to the COP. The learning activities will consist of:

- Bi-monthly teleconferences
- Periodic guest speakers
- Resources posted to a website
- Web based discussion threads – open to members and monitored by the resource person
- Individual requests to the resource person for assistance in identifying information sources

Most COP events will be advertised only to members. “Open events” will be held a few times a year, and will serve as one way of recruiting new members.