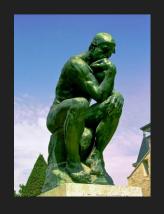
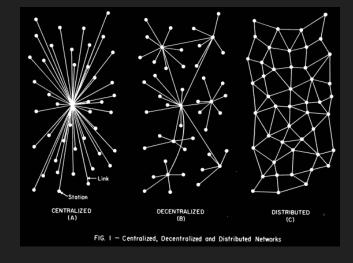
## Working open





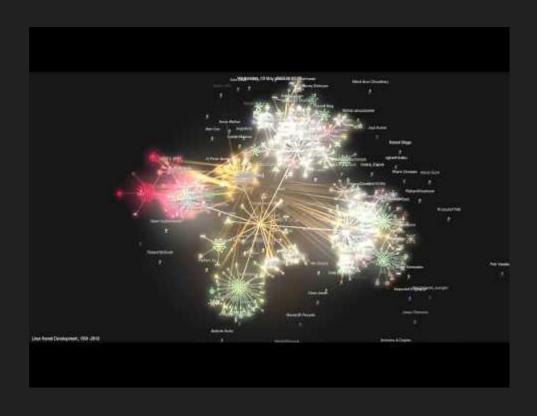
## **KNOWLEDGE**



## Efficiency



## More eyes, less errors







## Openness doesn't mean...

- Free workforce

- Just meeting your deadline in less time



- No rules

### How do we do it?

- Identify & invite contributors
- Encourage & connect people
- Delegate!
- Share your data both on product & processes (licences)

## Participatory & Transparent

How can your project benefit from

openness?

## **Pathways**

- 1. Discovery How they first hear about the project or group.
- 2. First Contact How they first engage with the project or group, their initial interaction.
- 3. Participation How they first participate or contribute.
- 4. Sustained Participation How their contribution or involvement can continue.
- 5. Networked Participation How they may network within the community.
- 6. Leadership How they may take on some additional responsibility on the project, or begin to lead.

# Which are the pathways that ensure your persona engages with your project?

Think in terms of resources, skills, motivations

Which actions you need to follow to

engage the community with your project?