

Testimonials about community from CMX

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About CMX

Our mission at CMX is to advance the community industry and help professional community builders thrive. We do that through our free online community spaces, training courses and certifications, virtual and in-person events, a job board, and lots of content like our annual report!

“I think community is a very exciting medium that we're only kind of scratching the surface of its full potential and the place it can hold in people's lives. I hope that it marks a shift away from goading capitalistic ideals where we're all just doing stuff for the sake of generating revenue to actually actively using it to make a difference in people's lives. If covid has taught us anything it's the value in being connected.”

“The future of the community is bright. One of the silver linings of the pandemic has been that everyone is finally starting to realize this and the power a community can have on the business and bottom line.”

“It's integrated into the business model of all companies who benefit from it – at the very least it's free feedback from customers. At most, it's a place to build and grow substantial relationships.”

“Businesses will continue to see the value in being community-led and the power of building products and services will become more thoughtful and genuine as it lands in the rightful hands of the people. On a broader note, I hope that community will keep connecting more people in more real ways, as this will connect us more with how we are wired as a species [and] result in a happier human race.”

“I really hope companies begin using community feedback to inform product and business strategies and rely on community professionals to synthesize and make sense of that feedback. It seems like as time goes on, community roles are

becoming more established, which I hope also means the industry sees pay increases.”

“Internally, a commitment to the community, budget, resources, etc. that help amplify our community's value into 2022. Overall, peer to peer problem solving, knowledge transfer, creating a separate brand for the community that serves our existing customers but also opens to be a space for all in the philanthropic space to connect.”

10 Keys to Building Successful Communities

(based on data collected from 778 community builders)

- 01 Dedicate at least one full-time community manager
- 02 Provide a variety of paths for community members to contribute
- 03 Proactively reward your community members for contributing
- 04 Develop customer advocacy programs and customer advisory boards
- 05 Host large events (of 100+ people) to energize your community
- 06 Scale your events with a mix of community-led and in-house staff
- 07 Build out a community operations function in your team
- 08 Set specific diversity, equity, and inclusion (DEI)-related goals
- 09 Send a regular community health survey at least once per year
- 10 Make community a dedicated department in your company

Resources

[Welcome to Loquate](#) (6436 N Oketo Ave, Chicago, IL 60631, United States jeff@loquate.tv 773-621-0863).

You remember how a person makes you feel.

In 1977 Jeff Liataud founder of Loquate discovered primary values that build community. If one or more of the primary values is present in an experience, and the experience does not go against any of the other primary values, you will feel good. If the experience goes against one or more of the primary values, you will feel bad, even if other primary values are present. Primary values converge in Smart® Ambassadors of Community who “would do anything to make you smile.”