



CHANNEL MANAGERS' TRAINING

Behavioral typologies

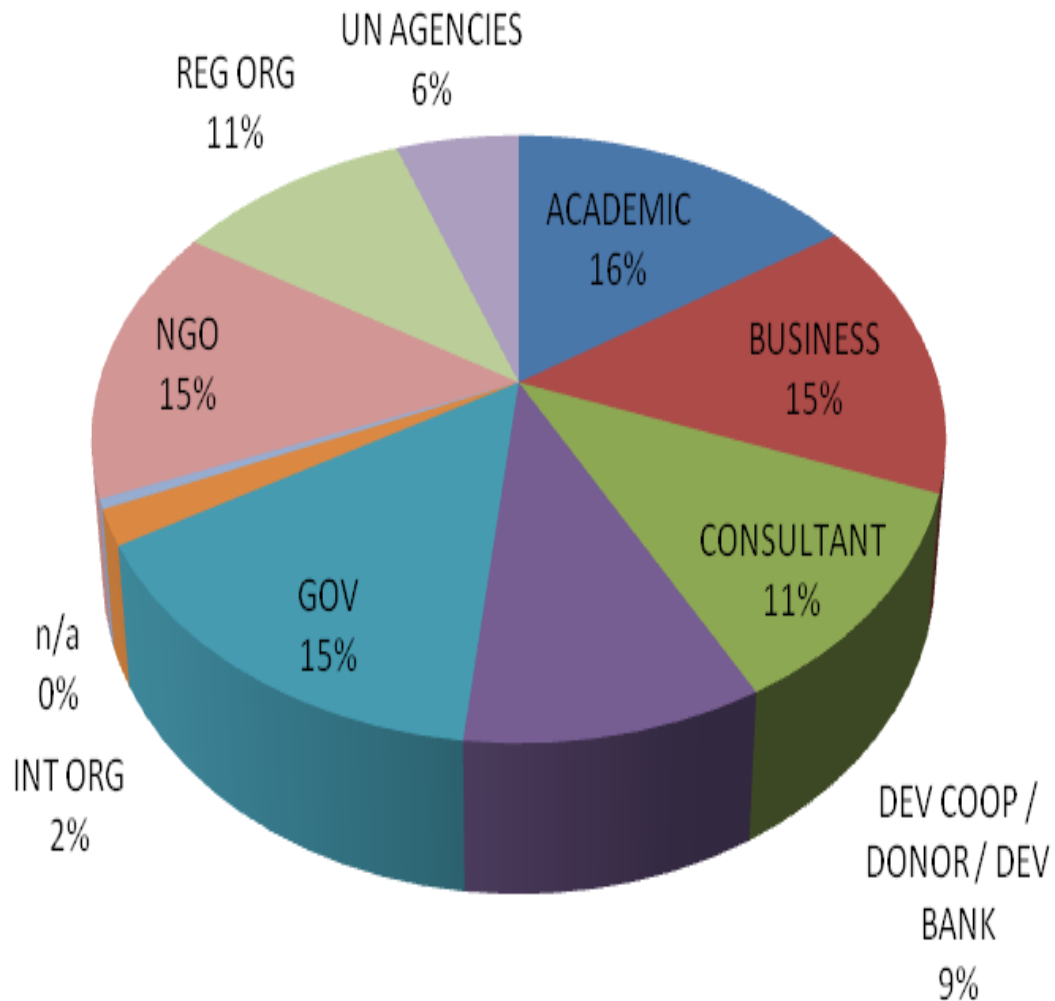
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KNOW YOUR AUDIENCE

Members sector (since CIVIC creation)



CHARACTERISTICS OF CIVIC MEMBERSHIP

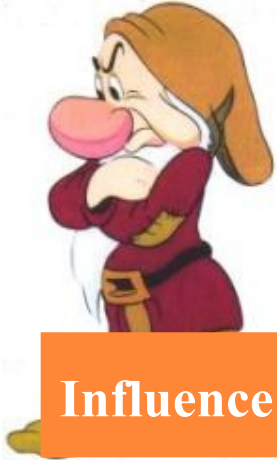
- Diversity in culture, language, religious/spiritual and political beliefs
- Diversity in professional profiles
- Hence some people are online 24/7, others during office hours
- You might never meet face-to-face
- Diversity in style and technical capabilities (or computer/online tools proficiency)
- Geographic diversity, hence diversity of Internet accessibility (everybody doesn't have broadband connections)



PRINCIPLES

- Managing a channel is, first of all:
 - managing people
 - managing different characters and sensibilities
 - managing cultural differences
 - managing situations
- Tools can help facilitate, when they are well designed, or can hinder participation, but they come second
- No tool is superior than another. It only fits the working style or environmental characteristics of its user





GRUMPY

Influence

- Negative comments
- Not constructive
- Not happy
- Can be a different person in offline, face-to-face situations

How to deal

- Ask: what do you propose, what do you suggest?
- Sometimes, it reflects a difficulty to express themselves in writing
- Give them opportunity to express themselves fully





DOC

Influence

- Scrutinizes everything
- Can be good
- Difficult consensus
- Never agree, perfectionist

How to deal

- An expert needs to be recognized as one
- Help them communicate better with the non-experts of the group
- Do research in order to be on par with the expert
- Help find a consensus
- Take a vote and move on if consensus cannot be reached
- Or present all views
- Make available relevant background documents
- Avoid making it personal





Influence

- Like to help
- Always says yes

How to deal

- Needs encouragement
- likes well organized, well structures environment to work
- Provide them with clear agendas and timelines





SLEEPY

Influence

- You don't know they are there
- Dreamy ?
- Introverted
- Can bring a group down
- Hole in the bucket
- Lurkers

How to deal

- Seek their opinion
- Call them, contact them directly
- We want to have them contribute
- Keep listening





SNEEZY

Influence

- Need love and attention
- conspiracy to throw leadership of the group
- Good in helping others, but unkind

How to deal

- Help him socialize more
- Micro groups causes tension, so discourage the formation of micro-groups





HAPPY

Influence

- Attracts
- Supportive character
- Cool off things
- Always ready to jump into projects with a certain lack of realism

How to deal

- Can be used to attract the youth
- carry the messages
- if too happy, too enthusiastic, show them possible issues and downsides, risks involved in the project





SNOWWHITE

Influence

- Resource person
- Example: government
- Sometimes blinkers, narrow vision

How to deal

- Consult with her before something does damage
- Persuade her to say things in a different way more acceptable to other members





CLEOPATARA

Influence

- Leader, educated,
- control freak
- Strong, intellectual
- Doesn't leave space to the others
- Good in quick decision making
- persistent,
- Good networkers

How to deal

- Tell her upfront:
“I have your point, leave space to the others, wait the others”
- Can be used to inspire others,
- Empower them to do certain things, to challenge the others, to attract high profile members





DRUID GETAFIX

Influence

- Druid has secret of the potion
- Dont share the potion recipe
- Meticoulous studious
- Process-oriented
- Wise ideas, but take time
- Contribute, planning, problem to have quick decision and actions

How to deal

- When it comes to decision making dont rely too heavy
- Involve him in ealier steps
- Push him to deliver the potion – extra energy
- Need guidelines, agenda.





CACOFONIX

Influence

- Makes noise
- Needs to be shut up
- But can be used as a weapon
- Talks a lot but does not contribute
- People leave because of noise

How to deal

- Guide him to relevant channels, venues for his topic
- Ask him to focus, move on





Jhonny bravo

Influence

- Narcisitic and stupid
- obstinate
- His issues are most important
- Believes he knows and he's charming to others

How to deal

- Patience to explain and explain again
- uncover his ignorance in a subtle manner





BUNNY BABE

Influence

- Someone who gets on top of everyone else to do her job
- But dont know how do to it
- Expects other to do her job for her
- Send private mails to members to manipulate
- Nevers does anything herself
- OR new students

How to deal

- Identify them to prevent manipulation of members
- RTFM
- Provide a FAQ, manual,
- Short backgrounds





Influence

- Always volunteer
- Fix everything
- Follows all the rules

- Annoying perfect super hero
- Can demoralize others

How to deal

- Don't let him silence others
- Compensate demoralisation effect
- Find the cleopatra and the kryptonite in the team to balance him
- Don't depend on him completely





PROFESSOR CALCULOUS

Influence

- Alone,
- Positive side expert, wise
- Don't listen to others, speaks alone, lives in his own bulb
- Autistic dreamer
- Perturbates, deviates discussions
- Disconnected guru

How to deal

- With diplomacy, remind him subject
- Help him to conclude
- Help to share his insights with others

