**How to Build a Global BK Community**

**(of Authors/Readers/Aligned Thinkers)?**

**Call Notes**

**7/10/13**

**Participants :** Group call with Marcia Reynolds, Jennifer Kahnweiler, and Laura Goodrich. Also: BK’s Johanna Vondeling and Perth-based consultant Michael Prince.

**Action Items:**

* Jennifer will take the lead coordinating with other members to draw up a tentative game plan/business plan/expense projections for 2014.
* Johanna and Michael to meet to draft up action steps for possible visits to Perth by Jennifer and Marcia in 2014.
* Marcia to draft and share her vision for how her possible participation in the Feb. 2014 congress in India could be leveraged to help advance this initiative.
* Next call: August 14th 8:30 pm ET/5:30 pm PT (US calendar); August 15th 8:30 am (WA calendar)

**Overall Summary.**

Group convened to discuss next steps in helping to build a global BK authors community, with special attention to the Asia-Pacific Region (to include Australia and India). General agreement that initiative is likely to have many dimensions: could involve both writer/thinker-centric and reader-centric events; not all participants will be interested in helping advance all aspects—that’s fine!

**What Is Our Purpose?**

General agreement that helping to create a world that works for all is our highest common purpose. Next level down is building a vibrant BK-aligned community of authors, readers, activists, and practitioners in Asia-Pacific Region.

**What Will This Look Like?**

--For Marcia: convening forums where ideas and passions are shared and more widely disseminated. Helping advance the change we want to see in the world.

--For Michael: 2-parts: 1) Fostering conversations about the content (e.g., new leadership models) with readers/customers, 2) Creating a community for authors hoping to write and publish ideas aligned with our mission. Latter part could be the formation of a BK Book/Writers Club. (Michael is happy to take the lead on #2 and feels action could be taken on this immediately.)

--JV: An initiative that supports current and aspiring writers and one that helps extend BK’s reach with readers. All ideas discussed to date mesh well with BK’s emerging strategic plan and its focus on Collaborating with Authors, Connecting with Customers, Building the BK Brand, and Committing to Diversity and Inclusion. (How this would mesh with the fifth strategy—Monetize Our Content—not yet self-evident.)

--Laura likes how objectives for the initiative are framed in current draft of the BK strategic plan: “Create relationships and systems that will 1) support US authors in their efforts to expand their impact internationally and 2) help recruit and support viable international authors.  Provide financial and technical support for author efforts to pilot networking in person and at-a-distance.  Facilitate author speaking beyond the US.”

**India Congress**

Marcia is seriously considering speaking at the World Coaching Conference Feb. 16 in Mumbai. Interested in looking at ways this could be leveraged to help advance this initiative. Michael also considering participating. JV notes that BK partner HarperCollins India might be able to offer support.

**Perth Event?**

Jennifer is seriously considering visiting Perth as part of her NZ/AU tour in February, 2014. JV and Michael eager to support this. JV has introduced Jennifer to organizers at Leadership WA, who may want her to speak to their fellows. Michael has raised idea with AIM WA; they are also interested in Jennifer’s content. Michael suggests an author-focused event could be conducted as well, for Perth locals who want to get together to share writing aspirations and get guidance. JV says this latter idea could be conducted with participation of folks from U. W. A. Press and ebooks.com.

Also, Marcia is returning to the region in the latter part of 2014. Would be interested in considering a visit to Perth as part of that trip, possibly to replicate the model established by Jennifer’s visit.

**Webinar?**

Some interest in this idea, but we all recognize we don’t yet have a “big idea” around which any webinar would be built. No one volunteered to pick up the ball on this at this juncture. Michael suggests we might build more momentum with in-person meetings. JV suggests we should consider webinars in conjunction with live events (notes model of “Leadership Opportunity Fest” that preceded the recent marketing workshop). Important to consider time zone differences if we’re really interested in connecting with the local community at times that are convenient for them.

**Business Plan/BK Strategic Plan**

At BK, budgeting is a separate process from strat plan development; annual budgeting process starts in September. JV requests some kind of tentative plan for 2014 events and initiatives by end of July. BK not likely to provide direct support to authors for international travel expenses; more likely to support marketing efforts, co-branded events, and technology needs, and to underwrite book and e-book contributions. Jennifer to collaborate with Bill, Don, and others to pull together a tentative work plan and budget requests.