

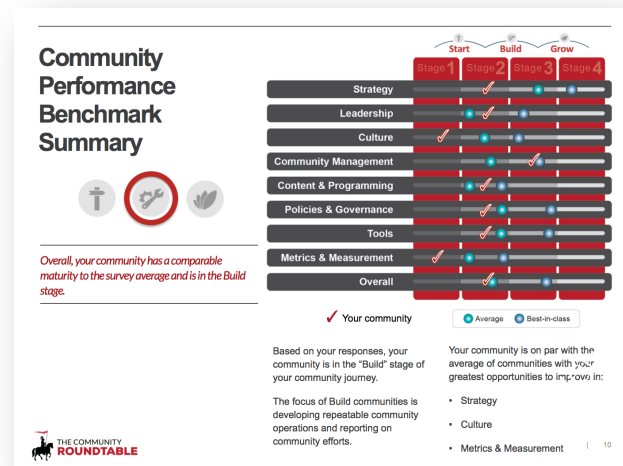
Community Performance Benchmark

To take your community where it needs to go, you need to understand where you are.

Building a successful community is a journey – without the right information to know where you are in that process, it's hard to make smart decisions.

Benchmarking provides concrete and actionable guidance that helps translate your strategic ambition into strategic reality – and make decisions with confidence.

TheCR's **Community Performance Benchmark** is a “GPS for your community,” a trusted third-party analysis of your community management strengths and weaknesses, using our Community Maturity Model as a guide.



The **2014 State of Community Management** found 76% of best-in-class communities had resourced roadmaps and 85% could measure their community's value – the Community Performance Benchmark concisely shows you where you stand, making it possible to build systems that deliver business outcomes.

More than just “ROI”

The *Community Performance Benchmark* evaluates your community's management relative to average and best-in-class communities on each of eight critical competencies: strategy, leadership, culture, community management, content & programming, policies & governance, tools and metrics & measurement, and provides recommendations for improvement.

Understanding where you are in these dimensions helps you:

- Assess your community maturity
- Justify your community roadmap
- Identify potential gaps in planning
- Plan and budget for the future

For more details or to customize your Community Performance Benchmark package with additional services including customized training or consulting, contact Jim Storer at Jim@communityroundtable.com.