



How connected are we to our work and to our co-workers? Does our work have values as well as value?

How can we leverage the connections between people, careers, corporations, and communities to further the state of business, society, and life?

Big questions, but this is why we're here, at the Community@Work Summit.

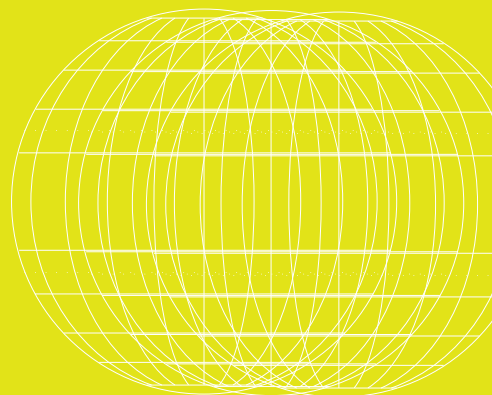
Over the next few days, FAST COMPANY is going to share some of its ideas for the evolving vision of what the Company of Friends, the magazine's readers' network, can become: **the new guild, the new union**. And the participants—leaders and members of CoF cells around the world—will connect and collaborate to:

- **Share** best practices in project management, organizational development and volunteer management
- **Sharpen** our skills as facilitators of online and offline collaboration
- **Learn** how to use online tools more effectively, how to recruit and retain members, and how to plan great meetings
- **Lead** the Company of Friends to the next level

We'll also kick back and hang loose. Community's not only about work—it's **about connections**. This is the first time we've gathered the leadership of the CoF. The people involved in CoF cells are a creative, energetic, and fun crowd. Let's take this opportunity to get to know each other better, share some stories, and make some plans.

We're glad you could join us.

Heath Row | Social Capitalist | FAST COMPANY
C.A. Webb | Brand Builder | FC:Live
David Rosenblatt | Community@Work Intern





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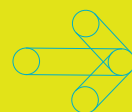
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FAST COMPANY

A look back at where it all started... FAST COMPANY Issue #1

FAST COMPANY manifesto

ALAN WEBBER AND BILL TAYLOR, FOUNDING EDITORS

Something is happening and it affects us all.

A global revolution is changing business, and business is changing the world. With unsettling speed, two forces are converging: a new generation of business leaders is rewriting the rules of business, and a new breed of fast companies is challenging the corporate status quo.

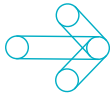
That convergence overturns 50 years of received wisdom on the fundamentals of work and competition.

No part of business is immune. The structure of the company is changing; relationships between companies are changing; the nature of work is changing; the definition of success is changing. The result is a revolution as far-reaching as the Industrial Revolution.

We are just beginning to comprehend this new world even as we create it. This much we know: we live and work in a time of unparalleled opportunity and unprecedented uncertainty. An economy driven by technology and innovation makes old borders obsolete. Smart people working in smart companies have the ability to create their own futures—and also hold the responsibility for the consequences. The possibilities are unlimited—and unlimited possibilities carry equal measures of hope and fear.

Fast Company aims to be the handbook of the business revolution. We will chronicle the changes under way in how companies create and compete, highlight the new practices shaping how work gets done, showcase teams who are inventing the future and reinventing business. Most of all, we will equip the people exploring this uncharted territory with the tools, techniques, models, and mind-sets they need. Fast Company is where best practice meets big ideas; new talent meets innovative tools; the emerging business community meets the emerging conversation about the future of business.

FAST COMPANY



Here's What We've Set Out To Do:

Accurately, honestly, and entertainingly identify the knowledge workers, management innovators, and idea merchants leading the business revolution.

Our new community is waiting to emerge and converge. We mean to have serious fun. All we need is the meeting ground.

Create the language of the revolution: a new business vocabulary that captures and expresses our common experiences, the common language we use to talk to each other.

Identify the values of the revolution and the people who are building companies that embody them: a commitment to merge economic growth with social justice, democratic participation with tough-minded execution, explosive technological innovation with old-fashioned individual commitment.

Debunk old myths and discover new legends—before they're celebrified beyond recognition. A new community needs its own legitimate heroes and heroines, its models and mentors. At the same time, it's open season on pretenders, phonies, and purveyors of business snake oil.

Start conversations, stimulate debates, provoke arguments, create healthy tension. FAST COMPANY will be the first—not the last—word in cutting-edge business thinking. If you find something to apply in your work, something to talk about with your colleagues, something to help reframe a problem, something to disagree with, then FAST COMPANY is succeeding.

One last thing. Throughout the magazine you will find opportunities for follow-up and feedback with our editors, authors, and the people and companies we write about. We hope you take advantage of those opportunities. When you reconnect with us to share your ideas, reactions, insights, and innovations, the community of change grows.

The revolution spreads.



introduction

In the premiere issue of **FAST COMPANY**, the magazine's founding editors, Bill Taylor and Alan Webber, outlined their vision for what they called "handbook of the business revolution." That opening editorial, which was written in 1995, holds up amazingly well even today.

If **FAST COMPANY** is more than a magazine, if it's really a movement, the Company of Friends is the vanguard of that revolution. And all we did was give people the idea. Since CoF's launch October 15, 1997, we've done nothing more than offer network participants online tools to find, contact, and communicate with other cell members. We've done little to help people interested in organizing local cells start or run those groups. We haven't done anything—other than publish the magazine and provide tools on the Web—to help cell members decide who they are collectively, much less where they're going together. In fact, you've told us what you want the Company of Friends to be, how you want it to work, and what you want it to do.

The Community@Work Toolbook comprises many of those ideas—and much of that collective wisdom. In many ways updating the CoF Handbook, available online (www.fastcompany.com/cof/handbook.html), we've compiled various models of

network participation and cell organization from readers of the magazine and other people on the front lines of business. We've talked to volunteer coordinators about what works—and what doesn't—when helping to organize and facilitate CoF cells. We've collected some of **FAST COMPANY**'s best community-related features. And we've developed new resources to help you better use **FAST COMPANY**'s online community development tools—and to better connect with other cell coordinators around the world.

And we plan to update the Toolbook as the readers network changes and grows. If you have ideas and experiences that aren't reflected here, email Heath at heath@fastcompany.com—the users guide to the Company of Friends is a living resource, an evolving tool. As the new world of work continues to develop, **FAST COMPANY** and the Company of Friends will, too.

