

Training for Individuals and Groups

The Community Accelerator Training online courses are designed for both individual and group study.

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Taking Courses on Your Own



Individuals learn the principles of Intelligent Community development, grounded in real-world examples and use cases that you can apply to your own situation. You may purchase individual courses or save money by registering for the full seven-course bundle. Purchase of individual courses and the bundle is by credit card. A set of free mini-courses introduces the content and enables you to try before you buy.

The big challenge of online professional education is making time for it in your busy schedule. We recommend that, at a minimum –

- You complete all three lessons in a single course in a single week, because the content of each lesson builds on the one before it. Of course, you may proceed faster through the material if you wish.
- You let no more than one week elapse between courses. This will let you complete the entire set of courses in about 90 days and will make sure that you retain enough of the previous course to inform your understanding of the next one.

Taking Courses in a Group



Groups use the courses to build internal support and external partnerships, creating a shared understanding of the challenges and opportunities the community faces. For small groups, you may purchase individual courses or the full-course bundle using a credit card. For larger groups, you may purchase a multi-user license at a group discount price and request a single invoice. A set of free mini-

courses introduces the content and enables you to try before you buy.

Groups need structure to succeed, so your first choice is about how to structure group study. You have three options:

- **Take each course together, pausing for questions and discussion.** This requires longer meetings but can have the advantage of more deeply engaging the team. Those unable to attend a meeting can at least engage with the lesson on their own.
- **Have users take each course on their own, then participate in a group discussion about it.** The advantage of this approach is that it provides structure for users who may not be able to attend all meetings but can still connect with the content. It also allows for shorter group meetings.
- **Provide people from different departments or organizations with just the courses that apply to their area of expertise** – for example, the Connect course for the IT department, the Work course for educational partners and the Innovate course for economic developers. Your core leadership group will still benefit from completing the full series of courses.

Appoint one or more group leaders to conduct the meetings. Sharing this responsibility can help build an effective team.

- In preparing for each course, leaders should take the course beforehand and prepare their own comments and questions for the discussion segments to spark involvement. They should also take responsibility for scheduling and sending reminders to the group.
- In the meeting, it is helpful to begin by briefly summarizing what has been learned to date, and to take notes on the comments, ideas and questions raised in the meeting.
- Following the meeting, the leader should send a summary of their notes to attendees. As the group progresses through the courses, these comments, ideas and questions will gradually form the outlines of transformation strategies, and discussions will become more focused on community strengths, weaknesses and opportunities for action.

Scheduling time for professional development can be hard for a group of people with different demands on their time. We recommend that you plan to complete one course every one to two weeks, depending on schedule demands, with each meeting of the group running one to two hours. This will help the group retain what they have learned and enable you to complete the full set of courses in about 90 days.

What to Expect

- **Every course is made up of three lessons**, each lasting between 15 and 25 minutes. They are divided up to give you an opportunity to absorb the concepts and information before moving on to the next lesson.

- **Each lesson ends with a short quiz** that lets you test your understanding of what you have learned. If you get any questions wrong, you can retake the quiz or go back and check the material in the lesson.
- **The online courses offer a big advantage to the learner:** you can stop the playback or repeat segments whenever you want. It can be helpful to pause and take notes as you watch – this extra effort will help you retain what you learn.

What You Will Learn

Whether studying on your own or in a group, here's what you can expect to take away from the Community Accelerator.

[**Course 1, "Digital Challenge, Digital Opportunity,"**](#) explains why the economic success of cities and counties today depends on becoming Intelligent Communities. It is the answer to the immense challenges created by the digital economy and the opportunities it presents to cities and counties regardless of their size or location.

[**Course 2, "Engaging the Community in Positive Change,"**](#) introduces the six-step Community Accelerator strategy and explains how to revitalize and expand community engagement by tapping the creativity and passion of residents, and shows how cities in North America and Europe have used digital tools to engage citizens and power your community's transformation.

[**Course 3, "Connectivity: The Foundation for Digital Opportunity,"**](#) explains the power of broadband to drive economic growth and offers five strategies for attracting private-sector investment in networks. It offers examples and policy advice from cities of different sizes and reveals the power of municipal data centers to generate economic development from broadband and digital technologies.

[**Course 4, "Knowledge Work: Building a Ladder of Opportunity,"**](#) teaches how cities and regions can engage employers with primary and secondary schools, colleges and universities to turn local education into a path to local careers. It offers examples from multiple countries and communities of different sizes on the successful integration of education and employment to lift up their people while supplying the talent their employers need.

[**Course 5, "Innovation: Building an Ecosystem for Growth,"**](#) outlines two paths to true prosperity: one for economically strong communities in need of a better quality of life, and one for communities that need to overcome stagnation and trigger growth in a digital-dominated economy. It offers examples from multiple countries and communities of different sizes on smart city programs, the creation of a start-up economy and helping established businesses innovate their products and services.

[**Course 6, "Inclusion: Overcoming the Digital Divide,"**](#) examines the needs and concerns of offline residents and businesses, and the three major barriers to inclusion they face. It shares imaginative examples of digital inclusion programs for individuals and small business that will expand your understanding and ambition.

[Course 7, "Sustainability: Quality of Life, Engagement & Growth,"](#) explains the connections between quality-of-life issues and economic development. Environmental sustainability engages the energy of citizens in maintaining and improving the community and presents an opportunity for economic development in an increasingly fragile world.

Free Mini-Courses

Click the images. If you are not yet registered with the Accelerator, you will need to create a free account, which takes just a minute, before accessing the free mini-course.



DIGITAL
New Growth Opportunities in a Distributed Economy
Community Accelerator
FREE MINI-COURSE



CONNECT
How One County Convinced an ISP to Build a State-of-the-Art Fiber Network
Community Accelerator
INTELLIGENT COMMUNITY FORUM



INNOVATE
How Eindhoven Became the Most Inventive City in the World
Community Accelerator
INTELLIGENT COMMUNITY FORUM



WORK
How Hamilton Built a Workforce to Power a New Economy
Community Accelerator
FREE MINI-COURSE



INCLUDE
How Manchester Bridges the Digital Divide
Community Accelerator
INTELLIGENT COMMUNITY FORUM



ENGAGE
How Montreal Harnessed Culture to Drive Economic Growth
Community Accelerator
INTELLIGENT COMMUNITY FORUM



SUSTAIN
How a Small Civic Project Created Solar-Powered Opportunity for Hudson
Community Accelerator
FREE MINI-COURSE