



COMMUNITY FLYWHEEL

From Chapter 12 of *AI and the Art of Being Human*

WHAT IT IS

A self-reinforcing cycle for building AI-focused communities where each phase generates momentum for the next.

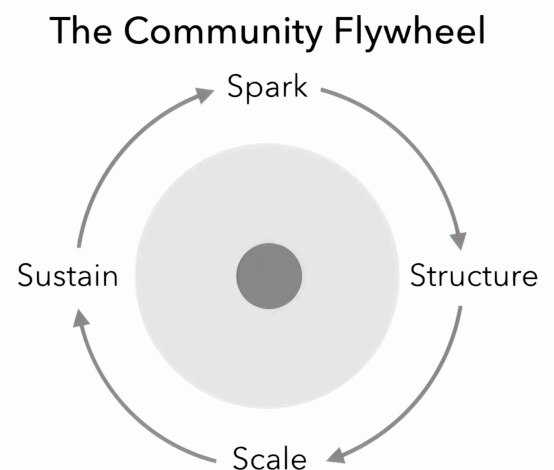
WHERE YOU WOULD USE IT

- When launching a group to navigate AI's possibilities and possible impacts together
- When assessing why your community is struggling
- When planning sustainable growth for your wider circle
- When transitioning from solo learning to collective wisdom

THE TOOL:

Four Phases That Build Momentum

- **Spark:** Recognition that others share your challenge—the curiosity to ask “Who else is grappling with this?”
- **Structure:** Making agreements explicit—regular meeting times, clear roles, shared practices that transform gathering into habit
- **Scale:** Natural growth through resonance—authentic practice attracts the right people without aggressive recruitment
- **Sustain:** Planning for evolution—successful communities build in their own transformation as members grow beyond initial needs



HOW TO USE IT

Identify which phase your community is in. Focus your energy on moving to the next phase rather than skipping ahead. Don't rush from Spark to Scale—Structure is crucial for sustainability. Like a physical flywheel, each complete rotation makes the next easier. Small, consistent actions build more momentum than grand gestures. Communities that thrive recognize this is a cycle, not a ladder.