Growth Hacking and Future-Proofing your Community

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Growth hacking is the art of achieving more with less, turning limitations into opportunities."
The Growth-Hacking Model

- Start
- Attract
- Engage
- Close
- Repeat
How does one become a great growth hacker?
What makes a Great Growth Hacker

- Focus on growth
- Ability to execute
- Working in baby-steps and sometimes be ambitious
- Good time management
- Open-minded (if you can dream it, you can achieve it)
- Repeats what succeeded
- Creative
- Pivot all the time
- Passionate with work
- Don’t forget your metrics
“Future-proofing your community is preparing your community to challenges and changes of the future by staying adaptable and proactive.”
Strategies for Future-Proofing your Community

- Stay informed and adaptive (all the time)
- Embrace technology (cannot live without it)
- Gather feedback from members (listen well)
- Encourage collaboration (work together)
- Cultivate emerging leaders (replicate and duplicate)
- Invest in learning opportunities (if you stop learning, you start dying.)
Collaboration and Leadership

are essential for building a successful community. Together we can create an environment where community members thrive and goals are being achieved. Resulting to a relevant and impactful community.
Thank you for listening.

Maraming Salamat (Filipino language)

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