



7 Keys to Building a Lasting Community

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Leaders have a mountain of responsibilities, but above all else, their greatest duty is the influence they have on others. Through their influence, people are moved to action and collaborate with others to achieve a shared goal or unite on a shared interest. Through leaders, communities form.

Our influence can set the tone for how the community operates as a whole. When it comes to community, people need to feel a sense of belonging. How can we foster an environment where people feel welcome and know they're in the right place? In this talk at Leadercast 2020—Ripple Effect, Radha Agrawal, co-founder and CEO of Daybreaker, draws from her experience in community building to share with leaders seven keys to leading a lasting, loving community (specifically as it relates to meetings and events) that people want to be part of.

Key Takeaways

Things don't have to be the same. Who says dancing is reserved for nighttime? Daybreaker turned nightlife on its head by designing a substance-free dance party for when we're the most energized: the mornings. Strive to do things differently from how they've always been done.

Community is experience design. "Community is not just a group of people," says Radha. "It is a space in which you experience a sense of belonging."

Engage all five senses. In your gatherings, connect people by engaging all five of their senses: see, smell, hear, touch and taste.

Design with DOSE in mind. DOSE stands for our four neurochemicals: dopamine, oxytocin, serotonin and endorphins. Engineer your gatherings to release DOSE, says Radha. For example, Daybreaker does this by playing music (D), a hugging committee at the door (O), smile moments (S), and through dance and getting blood flowing (E).

"When things are not the same, people want to share it. People want to whisper it to their friends."