

Together: How to Build a Community with Your People

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Synopsis

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"With no jargon and no nonsense, Bailey, Kevin and Kai lay out simple, practical steps for helping people come together in meaningful and powerful ways." (Dave Isay, founder of StoryCorps and winner of the TED Prize)

Although communities feel magical, they don't come together by magic.

Get Together is a practical and heartfelt guide to cultivating a community. Whether starting a run crew, connecting with fans online, or sparking a movement of K-12 teachers, the secret to getting people together is this: Build your community with people, not for them.

In *Get Together*, Bailey, Kevin, and Kai share true stories of everyday people who created thriving communities, both in-person and online. They untangle the challenge of getting passionate people together into clear steps, helping individuals and organizations navigate the intricacies of leading a community, including:

- How to rally the first people
- How to get people talking
- How to attract new, authentic folks
- How to develop leaders and expand globally

The People & Company team reminds us that we each hold the potential to spark a community.

Get Together shows listeners how if we join forces - as company and customers, artist and fans, organizer and advocates - we'll do more together than we ever could alone.

"I highly recommend *Get Together* for anyone who's looking to crack the code on building a community." (Alisha Ramos, Founder of Girls' Night In)

Reader's comments

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