CBT Build Principles
The agreed upon ways by which we do our work.

“There isn’t a silver bullet; rather, it’s about finding your own magic formula and knowing that often, the secret ingredient is whatever it is that makes us human.” -Amy Tsay
Build Understanding

Demonstrate competence. Seek first to understand. Every engagement is different. We care about people and doing the right thing for them. In order to best help them, we are curious.

“meet them where they are, not where you want them to be” -Michelle
Build Connections

Be a catalyst for connection. Our team has a broad reach in the organizations. Sometimes the best way we can build is by connecting what is already there.

“Larissa has been a great connector for us. She is aware of what other teams are doing and helps point us in the direction of content and ideas we can leverage.” - Stacy
Build Clarity

This is important when bringing more people into a project. We seek to navigate through the confusion to create clarity for us, our partners and the community.
Build Trust

This is about having someone’s back. It’s important that the people we work with know that we are in this with them, together.
Build Pilots

Our work is not a one size fits all. We care about the best solution so we test our assumptions to see what works and build from there.

“As a supportive community builder I proposed a community building pilot approach to evaluate the community engagement and contribution possibilities.”

-Pierros

“We kicked off an experimental 3-month pilot”

-William
Build Win-Win

Focus on mutual benefit. We engage in win-win partnerships because our success is dependent on others. More people can only sustainably come into a project when it’s mutually beneficial. We want to make our partners look good.

“its success and consistency speaks to the continued collaboration between Community Building and Engagement” - Jennie

“during the last couple of years, as our community has experienced incredible growth, this ad-hoc approach stopped serving us well.” - Christie
“Mozilla has to be far more than the sum of its paid-employee parts in order to accomplish audaciously ambitious things.” -Dietrich Ayala