

Analysis of Trending Topics within the "Cheerleaders & Knowledge Harvesters" Chat

Executive Summary

This report provides an in-depth analysis of the trending topics and operational dynamics observed within the "Cheerleaders & Knowledge Harvesters" WhatsApp group. Established as a temporary, purpose-driven community, the group successfully transitioned its members from an initial onboarding phase to active collaborative content creation. Key discussions centered on the strategic dissemination of knowledge, particularly through LinkedIn, the nuanced role of Artificial Intelligence in collaboration, and advanced approaches to navigating complex problems within networks. The group's structured facilitation, coupled with organic peer-to-peer support, proved instrumental in achieving its objectives. The planned transition to a more permanent "Fito Arcade" community underscores a thoughtful approach to sustaining engagement and leveraging the initial success for long-term network development.

1. Introduction: The "Cheerleaders & Knowledge Harvesters" Context

This section establishes the foundational context of the "Cheerleaders & Knowledge Harvesters" group, outlining its inception, explicit objectives, and the distinct phases of its operational existence within the broader Fito Network and Networks Festival framework.

1.1 Group Genesis and Stated Purpose

The "Cheerleaders & Knowledge Harvesters 🥁" chat group was initiated by Adrian Röbbke on May 21, 2025, serving as a temporary "Festival Pop-up WhatsApp group".¹ Its establishment was not merely for general discourse but for a very specific and articulated mission, communicated clearly by Adrian to its members. The group's core purpose was multifaceted, aiming to:

1. "Align our intent to share out festival knowledge to the wider field".¹ This objective focused on harmonizing the collective effort towards disseminating the valuable information generated during the Networks Festival.
2. "Build your skills in creating impactful content on systems change (Mostly on LinkedIn)".¹ This highlighted a practical, skill-building component, emphasizing professional development in digital content creation.
3. "Create a system for us to cover all sessions through our writing and harvesting".¹ This aimed at establishing a structured, collaborative mechanism for comprehensive knowledge capture and sharing.

The group was explicitly framed as "a mix of a free workshop for online content creation + a collaboration space".¹ The very name of the group, "Cheerleaders & Knowledge Harvesters," alongside Adrian's precise articulation of its three-part purpose from the outset, suggests a highly deliberate and well-defined community structure. This clarity of objectives likely played a significant role in attracting participants whose goals aligned with the group's mission, thereby fostering focused discussions and minimizing tangential conversations. Such an approach indicates that for temporary online communities, clearly defined roles and objectives are fundamental for effective engagement and output.

1.2 Lifecycle and Engagement Overview

The "Cheerleaders & Knowledge Harvesters" group experienced a distinct operational lifecycle, marked by phases of onboarding, peak activity, and a planned transition.

The **Onboarding Phase**, spanning from May 21 to May 27, was characterized by a high volume of "joined" messages from new members. During this period, Adrian Röbbke extended welcoming remarks and coordinated initial logistics, including polling for

suitable meeting times and collecting email addresses for calendar invitations.¹

Following this, the **Activity Peak** occurred from May 27 to June 12. This phase saw heightened engagement, particularly around the first workshop. Subsequent messages included calls for content creation, the sharing of a "knowledge hub" resource, and active discussions on specific topics, often involving collaborative drafting and feedback.¹

The group then entered a **Transition Phase** on June 25, when Naka announced its impending archiving. This message also signaled a strategic shift towards "The Fito Community WhatsApp Group – The Fito Arcade" for "more intentional and ongoing engagement".¹ This clear beginning and planned conclusion, coupled with a deliberate pathway for continued involvement in a more permanent group, demonstrates a strategic approach to managing community lifecycles. This structured progression helps prevent group stagnation, effectively manages expectations for temporary participation, and channels active participants into a sustainable, long-term community. This model maximizes the value derived from the initial, event-specific "pop-up" effort.

2. Core Trending Topics & Engagement Analysis

This section explores the primary subjects that generated substantial discussion and collaborative activity within the chat, detailing the specific themes and the nature of participant engagement.

2.1 Content Creation & LinkedIn Strategy

A central and consistently recurring theme within the group was the development of skills for creating impactful content, with a particular emphasis on dissemination via LinkedIn. The explicit objective was to "Build your skills in creating impactful content on systems change (Mostly on LinkedIn)".¹

Adrian Rübke, a key facilitator, proposed a clear three-step workflow for generating

festival-related posts:

1. **Session Selection and Knowledge Hub Review:** Members were instructed to choose a session they wished to write about and consult the existing content in the "knowledge hub" (networkshub.sutra.co).¹ This step encouraged members to identify relevant topics and leverage existing resources.
2. **Drafting and Feedback:** Participants were advised to draft their content in a Google Doc or another open document format, share it within the group, and solicit feedback from peers.¹ This fostered a collaborative drafting environment.
3. **Refinement and Publication:** The final step involved incorporating the received feedback, editing the post, and then sharing it on social media platforms or through newsletters.¹

A notable discussion point centered on the nuances of the LinkedIn algorithm. Adrian initially cautioned against embedding links directly into LinkedIn posts, based on a perception that the algorithm might "punish" such content.¹ However, this understanding was later updated by Francesca Pick, who shared information from a LinkedIn HQ event indicating that it is "no longer true that links in posts are punished".¹ This exchange highlights the group's dedication not only to content creation but also to optimizing its reach. It illustrates an adaptive learning environment where members actively seek and share up-to-date best practices for digital platforms. This focus on practical dissemination strategies, beyond mere content generation, significantly enhances the group's utility for its members, ensuring that "knowledge harvesting" effectively translates into "knowledge sharing" on relevant platforms. It underscores the importance of remaining current with platform dynamics for effective outreach.

Collaborative drafting and feedback were evident, with Cristina sharing a Google Doc draft of her post and actively seeking input on its clarity, attractiveness, missing elements, suitable imagery, and strategies for optimal outreach.¹ Members such as Adrian, 51989735373, and soundofworld provided constructive comments, demonstrating a supportive peer-to-peer learning environment.¹

2.2 AI for Collaboration & Systems Thinking

The role of Artificial Intelligence (AI) in collaboration and its broader implications for

systems thinking emerged as a significant area of discussion, moving beyond superficial mentions to a more philosophical inquiry. Soundofworld initiated a deep dive into "AI for collaboration," referencing Gregory Bateson's "Mind and Nature" to explore the potential pitfalls of unchecked innovation and the necessity of rigor in designing AI workflows.¹ This discussion was not merely about tool application but about the fundamental principles guiding AI's integration into complex systems.

A strong emphasis was placed on human agency in the context of AI. The sentiment that "we can't just flow with AI shaping us, and the world... Our agency starts with learning to see under the hood" was explicitly articulated, advocating for critical engagement with emerging technologies.¹ Brendan Heidenreich reinforced this perspective, stating that "it's humans steering AIs and the AIs often tell me humans need to lead".¹ This collective stance suggests that the group is not simply adopting new tools but is critically evaluating their integration into complex systems. This indicates a sophisticated level of discourse, where participants are considering the ethical and strategic application of AI for systems change, moving beyond basic tool usage to address fundamental questions of human-AI collaboration and societal impact.

Brendan also elaborated on AI's utility as a tool for navigating complexity, noting its role in "weaving together knowledge and situations" and assisting with "visualizing things." However, he consistently reiterated that despite AI's capabilities, "it's humans at the frontier".¹ This sustained focus on the human element, even amidst discussions of advanced technology, highlights a balanced and thoughtful approach to technological integration within the context of systemic change.

2.3 Network Dynamics & Complex Problem Solving

The theme of "Leading through complexity" garnered considerable interest, with Rachel Houghton and Cristina explicitly planning to collaborate on a post about this session, acknowledging its inherently "quite complex" nature.¹ This shared focus underscored a collective interest in understanding and navigating intricate systemic challenges.

Brendan Heidenreich significantly contributed to this theme, drawing upon resources such as "An_Atlas_of_Interpersonal_Situations" and "The Impact on Practice of

Wicked Problems and Unpredictable Futures".¹ He highlighted the critical need for a "knowledge work and collaboration approach" to address "wicked problems"—complex, often high-stakes situations where conventional solutions prove inadequate.¹ This consistent focus on "complexity" and "wicked problems," supported by shared academic resources and real-world examples, demonstrates that the group is not merely engaging in theoretical discussions but is actively seeking and applying knowledge to address pressing, intractable challenges within network environments. This indicates that the Networks Festival and Fito Network are attracting participants who are grappling with significant systemic issues and are looking for advanced frameworks and collaborative strategies to navigate them.

Brendan further articulated the necessity for "more dynamic application of knowledge and funding negotiation" and the development of "novel weaving/facilitation/coordination roles" to effectively navigate situations where "powerful/well-funded factions generally have a priority of either limiting empowerment or keeping it contained".¹ He cited the shifting dynamics of aid delivery in conflict zones, such as Gaza, as a contemporary example where the traditional division between "military/security" and "aid workers" is dissolving, leading to "chaos and confusion".¹ This discussion illustrates a deep engagement with real-world applicability and strategic problem-solving, suggesting that future programming should continue to emphasize practical application and innovative solutions for complex, high-stakes scenarios.

2.4 Festival Sessions & Knowledge Weaving

The "Networks Festival" sessions served as the primary wellspring of knowledge for the group's content creation endeavors.¹ To facilitate this, Adrian Röbbke provided access to a dedicated "knowledge hub" (networkshub.sutra.co). This hub contained essential resources, including "Video recordings," "Links to all past events," and "A summary of key insights," which were intended to serve as a "foundation" for participants' posts.¹

Several specific sessions from the festival were highlighted and became focal points for content creation:

- The "Community Weaving Framework" was exemplified by Adrian's own shared

blog post.¹

- "AI for collaboration" was a key focus for soundofworld, leading to philosophical discussions and practical application.¹
- "Leading through complexity" prompted a collaborative effort between Rachel Houghton and Cristina.¹
- The "consulting ecosystem" session inspired Awino's blog post, which Adrian shared as a positive example.¹
- "Measurement of impact for networks" was also a topic of interest, with Cristina inquiring about its recording.¹

A crucial aspect of the content creation process was the encouragement for participants to infuse their "personal experience & voice" into the AI-summarized foundation.¹ This approach reinforces the human element in knowledge dissemination. The combination of a structured "knowledge hub" with AI summaries and the explicit encouragement for participants to add their unique perspectives demonstrates a hybrid approach to knowledge management. This model effectively scales knowledge dissemination by providing a robust foundation while ensuring that the content remains relatable, insightful, and diverse, thereby appealing to a broader audience on platforms like LinkedIn. It underscores the value of curated, human-augmented AI summaries.

Table 1: Key Trending Topics & Engagement Overview

Topic	Key Contributors	Message Count (Approx.)	Shared Resources (Links/Docs)	Engagement Type
Content Creation & LinkedIn Strategy	Agnetha Bjorn Benny Anni-Frid	20+	Google Docs, LinkedIn posts, LinkedIn article on algorithm ¹	Collaborative Drafting, Feedback, Best Practice Sharing, Algorithmic Discussion
AI for Collaboration & Systems Thinking	Dolly Parton, Kenny Rogers	15+	Gregory Bateson's "Mind and Nature" (quote), LinkedIn post ¹	Philosophical Debate, Critical Engagement, Tool Application

Network Dynamics & Complex Problem Solving	Robert, Jimmy, John, John Paul	15+	"An_Atlas_of_Int erpersonal_Situ ations" (PDF), "Wicked Problems" article (PDF) ¹	Problem-Solving , Strategic Discussion, Theoretical Application
Festival Sessions & Knowledge Weaving	Abi, Georgia, Emily, Lizzie	10+	networkshub.sut ra.co, tickettailor.com/events/networks festival2025 ¹	Content Sourcing, Resource Sharing, Dissemination Planning

3. Collaborative Practices & Community Support

This section examines the mechanisms and instances of collaboration and mutual support that characterized the group's interactions, highlighting the effectiveness of its operational framework.

3.1 Structured Workflow for Content Creation

Adrian R bke's explicit three-step workflow for content creation—Choose, Draft, Incorporate Feedback/Share—provided a clear and actionable framework for all participants.¹ This structured approach was designed to "hold each other accountable and make writing a more collaborative process".¹ The provision of a step-by-step process, coupled with explicit calls for feedback and partnership, significantly reduced barriers to participation and fostered genuine collaboration, even for members who expressed being "not really used to write this way (aka for social media)".¹ This demonstrates that a well-defined, easy-to-follow process is crucial for successful collaborative output in online communities, particularly when the goal involves complex tasks like content creation. It transforms abstract goals into actionable steps, thereby increasing member confidence and participation.

Table 2: Content Creation Workflow & Tools/Platforms

Workflow Step	Description	Tools/Platforms Mentioned	Purpose/Benefit
Session Selection	Choosing a festival session to write about, checking existing content.	networkshub.sutra.co , docs.google.com/spreadsheets ¹	Content sourcing, topic identification, avoiding duplication.
Drafting	Writing the initial content, incorporating AI summaries as a foundation.	Google Docs (or other open doc), WhatsApp group for sharing ¹	Collaborative writing, version control, easy sharing for feedback.
Feedback	Sharing drafts with the group and receiving constructive comments.	WhatsApp group for sharing and comments ¹	Peer review, quality improvement, diverse perspectives.
Publication	Incorporating feedback, editing, and sharing the final post.	LinkedIn, Substack, Newsletters, Slack channels ¹	Dissemination, audience reach, knowledge sharing.

3.2 Instances of Peer-to-Peer Support and Collaboration

Beyond the formal workflow, the chat exhibited an organic emergence of peer-to-peer collaboration and support, indicating a strong sense of community and shared purpose.

- **Partnership on Sessions:** Rachel Houghton and Cristina exemplified this by explicitly agreeing to "partner up" on the "Leading through complexity" session. Their intention to "walk/talk through our insights and what we want to highlight and how" demonstrates a proactive approach to collaborative content development.¹
- **Feedback Culture:** A robust feedback culture was evident, with members

actively providing constructive criticism on drafts. For instance, 51989735373 and soundofworld offered valuable comments on Cristina's shared post, contributing to its refinement.¹

- **Sharing Tools & Tips:** Adrian fostered a continuous learning environment by offering to share "all my tools I use for content creation" and encouraging other members to reciprocate.¹ This exchange of practical knowledge further strengthened the group's collective capabilities.

The spontaneous seeking of partners, the provision of constructive criticism, and the sharing of practical tips highlight the potential for temporary, task-oriented groups to evolve into self-supporting learning networks. Fostering an environment where members feel comfortable asking for help and offering their expertise can significantly amplify collective output and member satisfaction, creating a more resilient and productive community.

4. Emerging Challenges & Opportunities

This section addresses the points of friction encountered during the group's operation and identifies potential avenues for future growth and enhanced engagement.

4.1 Identified Pain Points

During its operational period, the group encountered several challenges that, while managed, presented minor friction points:

- **Technical Issues with Polls:** Members reported difficulties in accessing the initial meeting time poll, both on computer and mobile devices.¹ This necessitated Adrian to manually re-state the chosen time and individually solicit email addresses for calendar invites, highlighting a reliance on single digital mechanisms for critical information that can lead to communication breakdowns.¹
- **Clarity on Festival Participation Fees:** A new member, Jacques, expressed confusion regarding the "fee to register" for festival sessions.¹ Adrian had to

clarify that participation was "based on donating within your Capacity" and that the amount could be set to "0".¹ This suggests that initial onboarding information regarding participation requirements could be more explicit.

- **LinkedIn Algorithm Nuances:** The initial misinformation and subsequent correction concerning LinkedIn's policy on links in posts illustrate the dynamic and sometimes confusing nature of social media platform algorithms.¹ While corrected, such instances can cause uncertainty among content creators.

These observations suggest that for future community initiatives, it is vital to implement redundant communication channels for key information (e.g., posting poll results as text in addition to the poll itself, explicitly stating donation-based payment options upfront). Furthermore, preparedness for rapid, personalized clarification when technical or procedural ambiguities arise is crucial for smooth facilitation.

4.2 Opportunities for Future Engagement and Resource Development

The challenges observed, coupled with the depth of engagement on specific topics and the planned community transition, reveal clear strategic pathways for the Fito Network. The community appears ready for more advanced content and structured peer-to-peer learning.

- **Deep Dive into Complex Topics:** The robust discussions surrounding the philosophical implications of AI and the practical application of frameworks for "wicked problems" suggest a strong appetite among members for advanced, nuanced topics.¹ This indicates a readiness for more in-depth exploration beyond introductory concepts.
- **Peer-to-Peer Learning and Mentorship:** The observed collaborative drafting and feedback loops, along with Brendan Heidenreich's offer of mentorship-related insights, point to a fertile ground for structured peer-learning programs or mentorship initiatives.¹ Such programs could formalize the organic support already present.
- **Leveraging Diverse Perspectives:** The welcoming response to Jacques, a "Deaf young leader" passionate about DEI and climate justice, highlights the potential for actively incorporating diverse voices and experiences into future content and discussions.¹ This can enrich the community's output and broaden its impact.
- **Transition to "The Fito Arcade":** The planned archiving of the temporary group

and migration to a permanent "Fito Arcade" community offers a structured opportunity to retain engaged members and cultivate a more enduring network.¹ This strategic move can ensure continuity and build a stronger, more cohesive community.

These trends collectively suggest that the Fito Network can capitalize on these dynamics by designing future programs, content, and community features that cater to advanced discussions, facilitate structured mentorship, actively integrate diverse voices, and seamlessly transition members to the permanent platform. This approach can significantly enhance the network's long-term value proposition and overall impact.

5. Conclusion & Strategic Implications

5.1 Summary of Group Dynamics and Successes

The "Cheerleaders & Knowledge Harvesters" group effectively fulfilled its stated purpose as a temporary hub for disseminating Networks Festival knowledge and fostering collaborative content creation. This success was largely attributable to a clear mandate articulated at the outset and proactive, consistent facilitation by Adrian Röbbke. The group demonstrated high levels of engagement, particularly in discussions related to practical content creation strategies for platforms like LinkedIn, the philosophical and practical dimensions of Artificial Intelligence, and the application of network dynamics to address complex, real-world problems. A notable achievement was the cultivation of a highly collaborative environment, where members actively partnered on content development and provided constructive, peer-to-peer feedback, demonstrating a strong sense of shared purpose and mutual support.

5.2 Strategic Implications for the Fito Network

The analysis of the "Cheerleaders & Knowledge Harvesters" group yields several strategic implications for the Fito Network's ongoing and future community-building endeavors:

- **Validate Content Strategy:** The significant interest and deep engagement observed in topics such as "AI for Collaboration" and "Leading through Complexity" strongly affirm these as high-value content areas for the Fito Network. Future festival sessions, workshops, or ongoing community discussions should continue to explore these themes in greater depth, catering to the demonstrated appetite for nuanced and advanced discourse.
- **Optimize Knowledge Dissemination:** The successful model of leveraging a structured "knowledge hub" augmented by human-curated and personalized content creation should serve as a blueprint for future initiatives. Continuous monitoring and adaptation to the evolving algorithms of social media platforms, as highlighted by the LinkedIn discussion, remain crucial for maximizing content reach and impact.
- **Invest in Facilitation and Process:** Adrian's consistent, clear, and adaptive facilitation was a critical factor in the group's success. Investing in training for community facilitators and establishing well-defined operational workflows for collaborative tasks are vital steps for scaling similar initiatives effectively. A structured process reduces ambiguity and empowers participants.
- **Leverage Peer-to-Peer Learning:** The organic emergence of peer collaboration, mentorship, and skill-sharing within the group presents a valuable opportunity. Formalizing these opportunities within "The Fito Arcade" through structured programs or dedicated channels can build a more resilient and self-sustaining community, fostering collective growth and knowledge exchange.
- **Embrace Critical Technology Discourse:** The depth of discussion on AI, moving beyond mere tool usage to philosophical and ethical considerations, suggests that the Fito Network can distinguish itself by fostering nuanced, critical, and forward-thinking conversations about technology's role in systems change. This approach can attract and retain members interested in deeper exploration rather than just superficial application.
- **Refine Onboarding and Communication:** Addressing the initial pain points, such as technical issues with polls and confusion over participation fees, is essential. Implementing redundant communication channels for critical information and providing clear, upfront explanations for all participation requirements (e.g., donation-based fees) will enhance the onboarding experience and reduce friction for new members.

5.3 Forward-Looking Recommendations

Based on the insights derived from this analysis, the following recommendations are put forth to guide the Fito Network's future strategic development:

- **Develop Advanced Workshops:** Given the strong interest in complex topics like AI and network dynamics, consider offering more advanced workshops, masterclasses, or specialized discussion series. These could feature experts from within the community or external thought leaders, providing deeper dives into the subjects that resonate most with the membership.
- **Create Dedicated Collaboration Channels:** Within "The Fito Arcade," establish specific channels or sub-groups explicitly designed for collaborative content creation. This would allow members to easily identify potential partners for joint projects and streamline the process of sharing drafts and feedback, fostering continued collective output.
- **Showcase Member Contributions:** Implement a robust system to regularly highlight and celebrate the content created by "Cheerleaders & Knowledge Harvesters" members across all Fito Network platforms. This recognition reinforces the value of their contributions, motivates continued participation, and serves as an inspiring example for prospective members.
- **Conduct Post-Transition Survey:** Following the complete migration to "The Fito Arcade," conduct a comprehensive survey among members. This survey should gather feedback on the transition process, assess their preferences for ongoing engagement activities, and identify any unmet needs, ensuring that the new platform effectively serves its community.

Works cited

1. _chat.txt