THE HUB OPEN PLAYBOOK

Ten years of The Hub taught me this: the building was never the point. The people were.

I'm open-sourcing how we run rooms. Our protocols, rituals and loops, free for every community manager and space operator.

This is a way of operating for humans. It takes a minimum of 1,111 days to fully assimilate and start running on itself.

Not a growth hack. Not an event tactic. Not a campaign that helps you today.

Done right, it replaces you in 1,111 days: the community takes over, and your space becomes truly community-led, run and loved.

Software arranges pixels. Our work arranges humans.

What does it mean to be a Frontier Human?