

Understanding Social Networks – Leveraging the Power of Smart Networks – CAPACOA Conference
November 5th 2010

Major Themes

1. **Social Network Basics** – Different ways to understand human networks
Organizational Lens vs. Network Lens – each tells us something different

2. **Small “N” vs. Big “N” networks or informal vs. formal networks** – What formal networks do you belong to? Now think of your daily work and the people you trust to help you get the job done – how much overlap is there between the two? How are each different from one another?

3. **The Influence of Social Networks** – They influence in ways which are often not apparent. Research shows us that beyond 3 degrees influence wanes. Think of your best friend, now think of people you know through him or her, can you think of any of their friends? This is generally the limit of your Network Horizon.

4. **Smart Networks** - A term coined by June Holley for networks she has observed in her work that foster innovation and promote collaboration.

5. **Visualizing or Mapping a Network** – Can be hand drawn or created through sophisticated software packages. Shapes, density, patterns, diversity of network images all tell us something about our networks. Metrics can also help us understand more about the whole network AND the individuals that make it up.

6. **Network Mapping (Software) Process** – Surveying your network then entering the data into the software to create maps and metrics.

7. **Characteristics of Smart Networks** – 1. Core, 2. Periphery, 3. Overlapping Projects, 4. Quality Connections

Questions to Keep in Mind:

1. What did you learn from drawing your network? If you were to do it again, who else would you invite to participate?
2. What kind of a Network Weaver are you? What could you be doing better? Do you know someone else that is a natural weaver?
3. Who is missing from your network?

Resources

June Holley: www.networkweaver.com June's web site is still under development. It does contain some useful information about network analysis and network weaving. In the near future June will be publishing her Network Weaver's Handbook, a comprehensive guide to both network analysis including dozens of resources to assist you in strengthening (weaving) your network. You can email June at june@networkweaving.com and she will keep you informed about her new initiatives including a community of practice for network weavers!

Books – Connected, Christakis and Fowler - www.connectedthebook.com ,

Here Comes Everybody – Clay Shirky – video where he talks about his work - http://www.youtube.com/watch?v=A_0FgRKsqgU