

Network Analysis

Why...

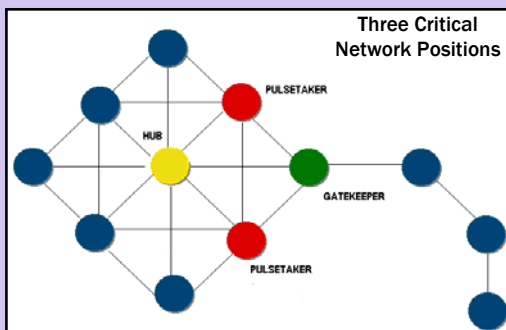
- Do the best planned change initiatives fail?
- Do brilliant strategies fail to be executed properly?
- Do companies discover critical knowledge resources only after they've left the company?

Why? Because every organization has a hidden system: a web of relationships and informal networks that make or break strategies and plans. This system has its benefits: it helps get things done, disseminate knowledge, and incubate innovation. And, when properly leveraged, this system can catapult organizations to success.

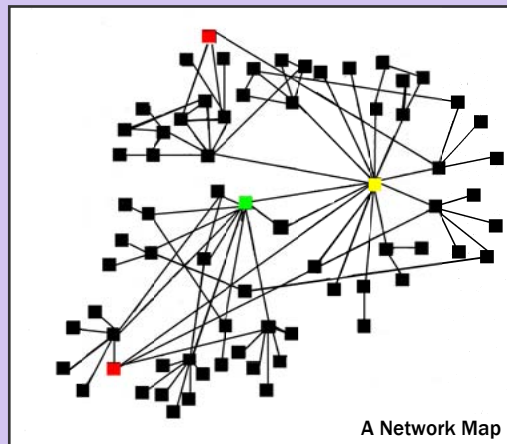
Network analysis uncovers this hidden system through a simple, online assessment. Leaders discover the information and resources they need in order to make change happen, execute strategy, increase learning, and encourage innovation.

In addition, a network analysis identifies three critical positions that provide stability and flexibility in every organizational culture:

- *Hubs*: Highly and directly connected with many, Hubs communicate and disseminate knowledge through the organization.
- *Gatekeepers*: Links between people and customers, Gatekeepers act as information gateways and broker knowledge between critical parts of the organization.
- *Pulsetakers*: People who have maximum influence using minimum number of direct contacts, Pulsetakers are often high performers who implicitly understand and influence the organization.



Hubs, Gatekeepers, and Pulsetakers are the key to organizational change and development. Leverage people in these key positions and see initiatives succeed more quickly, morale become more positive, and implementation occur more effectively.



Network Analysis in Brief

Purpose

To uncover hidden networks that power routine work, expertise, innovation, learning, implementation, decision-making, and/or strategic thinking

Benefits

- Detect covert work flows and interruptions
- Diagnose paths for internal knowledge dissemination and innovation
- Design effective communication and change processes

Examples of Applications

- Knowledge sharing and innovation
- Organizational change
- Strategy execution
- Mergers & acquisitions

Format

Short, online assessment (7 questions) that takes participants ~45 minutes to complete

Project Duration

2 - 4 months

Deliverables

1. Organization Network Maps: Online, password-protected graphical displays of communication, information flows, bottlenecks, and gaps
2. Diagnostics: Health diagnostic that provides a comparison to NetForm's database of 400+ companies, to the organization chart, and to selected demographics (i.e., location, language)
3. Formal Report: Text report explaining findings, recommendations, influential resources and how to leverage them

For More Information

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