

Tapping into the Power of Your Network

The Art of Network Weaving

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November 19, 2009
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Tapping into the Power of Your Network

SOME STORIES

What are Networks?

- A network is an interconnected system of things or people.
- Social networks are human networks we belong to defined by relationships.
- To tap into the power of our networks, we need to transform them from social to value (purpose) networks.
- Value networks consist of people who come together in a loose association to achieve some economic, political or social good.

Healthy Networks

- Like a grapevine. Produce fruit.
- Are dynamic, organic, fluid, adapting, evolving and growing.
- Need to be cultivated, pruned and grafted.

The Tipping Point

- The Law of the Few
 - Connectors
 - Mavens
 - Salesmen

From “The Tipping Point” by Malcolm Gladwell

Who are Network Weavers?

- They are “social” butterflies of a sort. They cross-pollinate. However, they do so with a purpose.
- Take responsibility for building healthy networks.
- They watch, weave and wake up networks.
- They operate out of the heart (spirit) first, then head (mind) and hands (body). They are not machines. They are people.

Principles of Network Weavers

- **Love** – Love people and what you do.
- **Serve, share and sacrifice** – It's not about "me." It's about "we."
- **Create win-win** – Do no harm. No one needs to lose.

Love-Power Relationship

- “There is nothing wrong with power if power is used correctly. And one of the greatest problems of history is the concepts of love and power have usually been contrasted as opposites – polar opposites – so that love is identified with a resignation of power and power with a denial of love.”

Love-Power Relationship (2)

- “Now power properly understood is nothing but the ability to achieve purpose. It is the strength required to bring about social, political and economic change.”

Love-Power Relationship (3)

- “What is needed is a realization that power without love is reckless and abusive and love without power is sentimental and anemic. Power at its best is love implementing the demands of justice, and justice at its best is power correcting everything that stands against love”

– *Martin Luther King, Jr.*

Levels of Network Weaving

1. Suggest Tom should speak to Shakira.
2. Suggest Tom should speak with Shakira and call Shakira to look for a contact.
3. Introduce Tom to Shakira in an email.
4. Introduce Tom to Shakira in a conference call.
5. Introduce Tom to Shakira in person.

Levels of Network Weaving (2)

- 6. Introduce Tom and Shakira in person and follow up with them to nurture connection.**
- 7. Introduce Tom and Shakira and offer a collaboration opportunity to get Tom and Shakira off to a successful partnership.**

- By Jack Ricchiuto

Network Weaver Activities

- **Meet and greet** – Network and be open to meeting new people anywhere, anytime. Introduce others.
- **Manage** – Stay in touch with people. Seek them out to see how they are doing and what they are doing.
- **Mention** – Seed something useful to your network.
- **Map** – Know the people, relationships and activities on your network.

Network Weaver Activities (2)

- **Mesh** – Bring people together around a purpose or common interest. (Tribes)
- **Mobilize** – Assist the network to organize around purpose or common interest.
- **Move** – Get the network to act.

Meet and Greet

- New Connection (Listen and Learn)
 - Who is s/he?
 - What is his/her passion, purpose or interests?
 - What are his/her strengths?
 - Why is s/he here?
 - Is there an opportunity to help him/her?
- Connecting People (Lead Them to the Water)
 - Who they are? How you know or met them?
 - What are their common passions, purposes or interests?
 - How they might be able to help each other?

Manage

- Make note of the person.
 - Name
 - Contact information
 - Passion/purpose/interest
 - Strengths
 - Anything else you can remember of interest
- Follow up in a timely manner.
 - Acknowledge that it was nice to meet the person.
 - Complete anything you promised.
- Keep in contact periodically.

Mention

- As you run across someone or something useful, think of who might find value in them or it.
- Send the information.
- Connect the people.



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MEET/GREET, MANAGE, & MENTION ACTIVITY

Social Media Tools

- Outlook (Contact Management)
- Facebook, MySpace (Personal Connections)
- LinkedIn (Professional Connections)
- Ning (Passion/Purpose Connections)
- Twitter



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ACTIVATING YOUR NETWORK AROUND A PURPOSE

A Tribe

- “There’s a difference between a crowd, a mob and a tribe. A crowd is a group of people. A mob is an angry crowd. And a tribe is a self-selected group of people, often with a leader, usually with a purpose, always with a way of connecting and identifying with each other, a set of norms, insiders and outsiders.”

– *Seth Godin*

What is a Business Ecosystem?

- *An economic community supported by a foundation of interacting organizations and individuals--the organisms of the business world. This economic community produces goods and services of value to customers, who are themselves members of the ecosystem. The member organizations also include suppliers, lead producers, competitors, and other stakeholders...*

From "Predators and Prey: A New Ecology of Competition"
by James Moore in Harvard Business Review of May/June 1993.

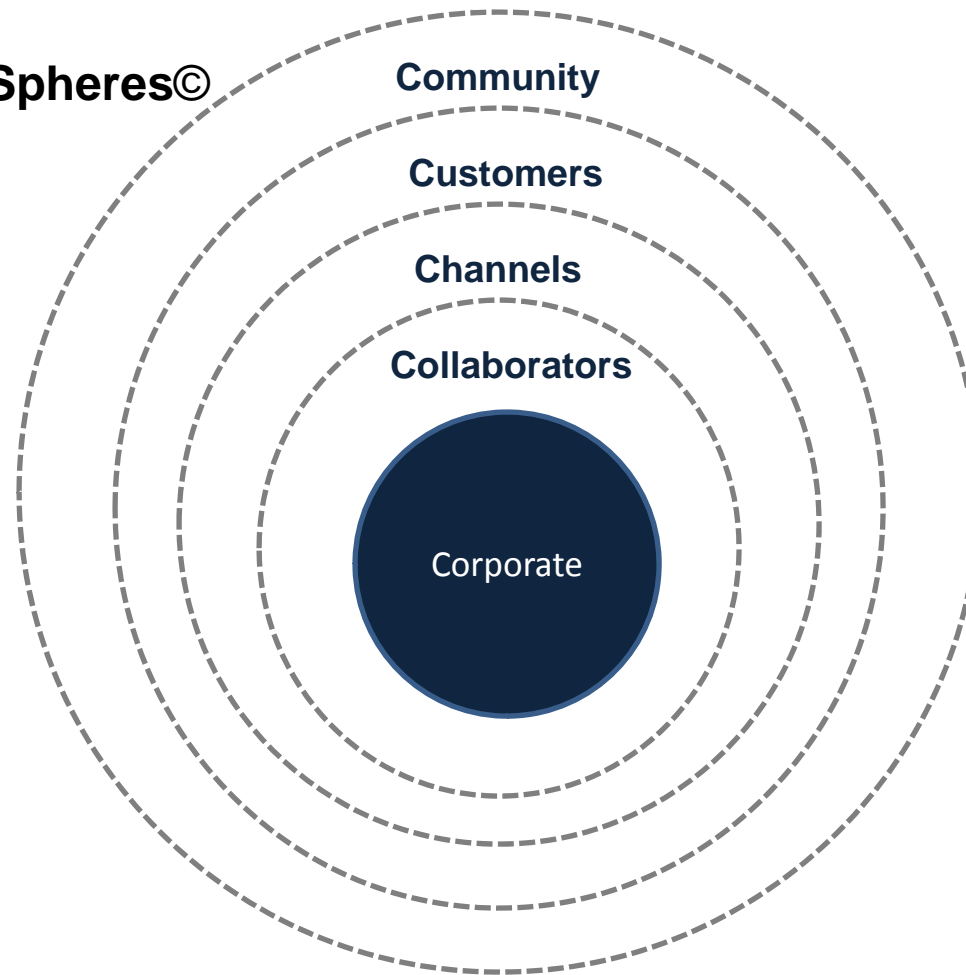
More on Business Ecosystems

- *... Over time, they co-evolve their capabilities and roles, and tend to align themselves with the directions set by one or more central companies. Those companies holding leadership roles may change over time, but the function of ecosystem leader is valued by the community because it enables members to move toward shared visions to align their investments and to find mutually supportive roles.*

From "Predators and Prey: A New Ecology of Competition"
by James Moore in Harvard Business Review of May/June 1993.

Stakeholders

C5 Stakeholder Spheres©



Evolving Business Paradigms

- Collaboration
 - “The act of working jointly”
- Co-opetition
 - “Co-opetition occurs when companies work together for parts of their business where they do not believe they have competitive advantage, and where they believe they can share common costs... For co-opetition to work, companies need to very clearly define where they are working together, and where they are competing.”

Evolving Business Paradigms

- Co-opetition (cont'd)
 - “I think it’s important that Apple be seen now not as a pure competitor with Microsoft but in “coopetition”: competing in some areas, cooperating in others.”
 - *Steve Jobs, 1998*
- Co-creation
 - “Co-creation is the practice of developing systems, products, or services through the collaborative execution of developers and stakeholders, companies and customers, or managers and employees.”

Questioned Answered by Mapping?

- Are the right connections in place? Are any key connections missing?
- Who are playing leadership roles in the community? Who is not, but should be?
- Who are the experts in process, planning and practice?
- Who are the mentors that others seek out for advice?
- Who are the innovators? Are ideas shared and acted upon?

Questioned Answered by Mapping?

- Are collaborative alliances forming between local businesses?
- Which businesses will provide a better return on investment – both for themselves and the community they are embedded in?

*From “Building Smart Communities through Network Weaving”
by Valdis Krebs and June Holley*

Characteristics of Effective Networks

- People (nodes) link (cluster) together because of common attributes, goals or governance.
- Vibrant networks maintain connections to diverse people and clusters.
- Robust networks require many paths between two people.

*From “Building Smart Communities through Network Weaving”
by Valdis Krebs and June Holley*

Characteristics of Effective Networks (2)

- Some people become prominent (leaders, network weavers) as hubs, brokers and boundary spanners.
 - Hubs are people that have many direct connections that quickly disperse information.
 - Brokers connect otherwise disconnected parts of the network, serving as liaisons.
 - Boundary spanners connect two or more clusters – acting as bridges between clusters.

Characteristics of Effective Networks (2)

- Most people are connected indirectly on the network.
- People are linked together in strong and weak ties.

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MAP ACTIVITY

Mesh Stages

- Scattered (isolated clusters)
- Hub (clusters connected through a network weaver)
- Small world (community of multiple network weavers)
- Core/periphery (key network weavers with strong ties to each other)

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MESH ACTIVITY

Transforming from Weaver to Facilitator

- Needed for Mobilize and Move.
- Develop new network weavers.
- Orchestrate priorities of network.
- Are key for core/periphery networks.

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