
Social Network Analysis:

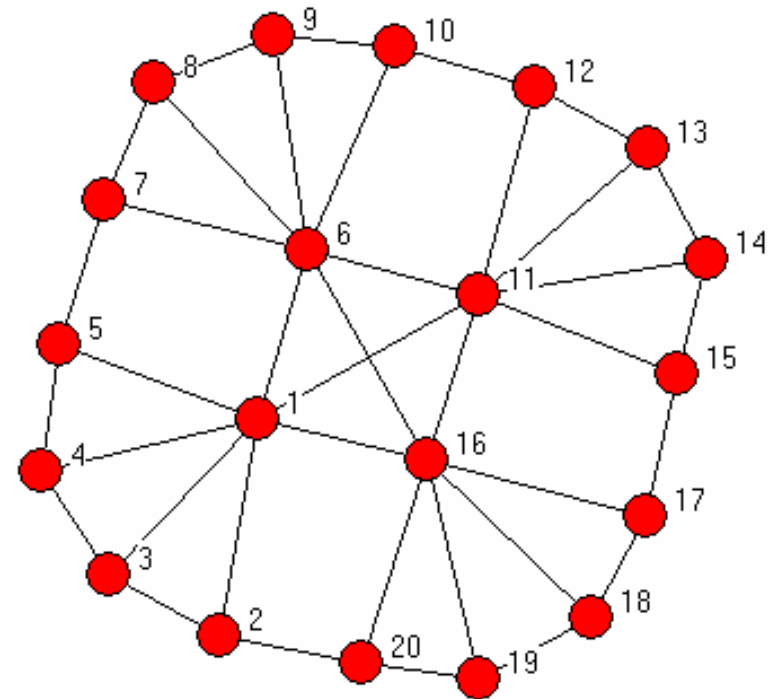
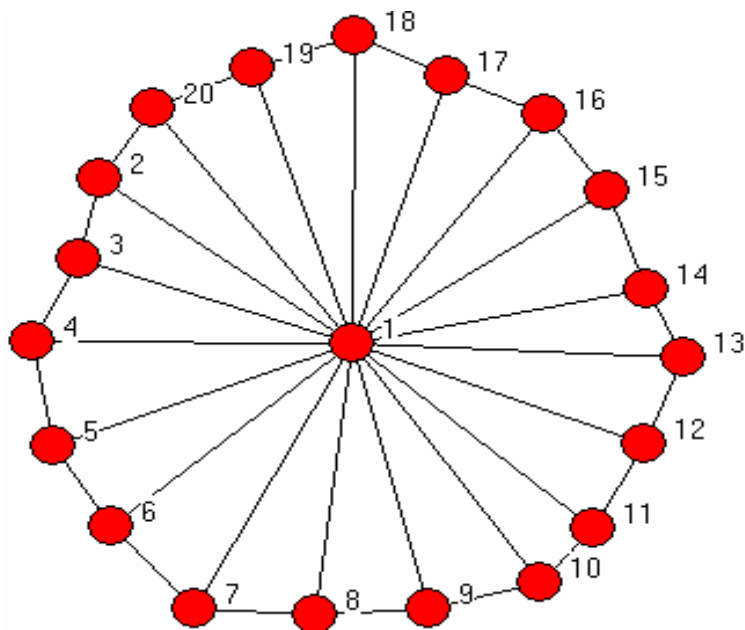
Applications for HR and Training

Bruce Hoppe, Connective Associates

Outline

- Participant Introductions
- The Network Perspective
- Case Studies
- Networking the Room
- Discussion
- Review and Resources for Follow Up

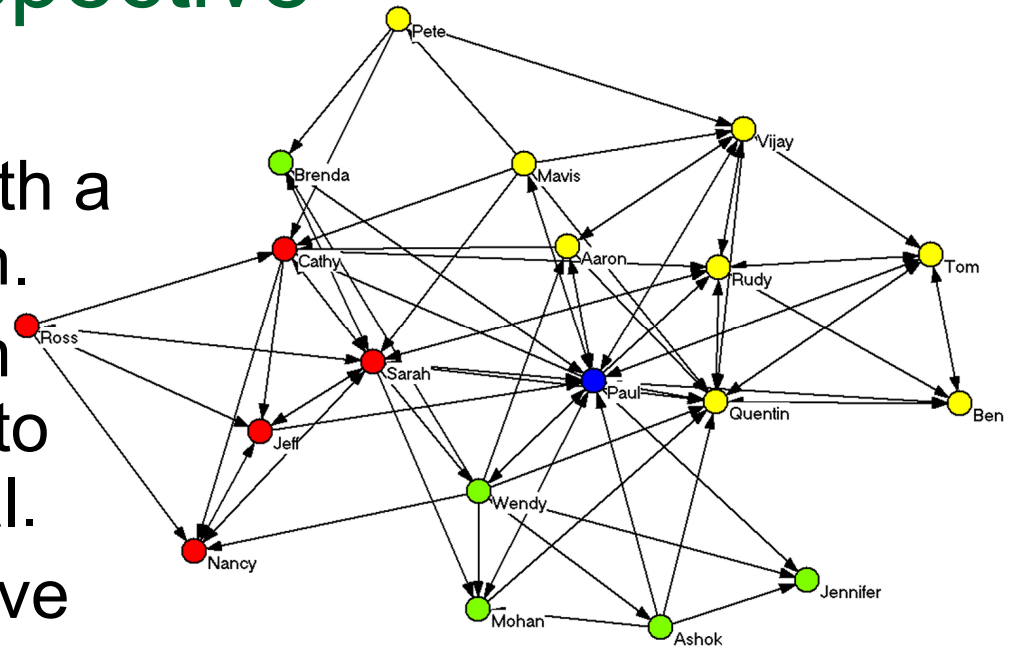
FEMA Managers' Network



How do these compare in terms of performance, cost, and reliability?

The Network Perspective

- An organization is a group of individuals with a shared goal or mission.
- Relationships between individuals are critical to accomplishing the goal.
- The network perspective brings awareness of relationships so that organizations can reach their goals more effectively.



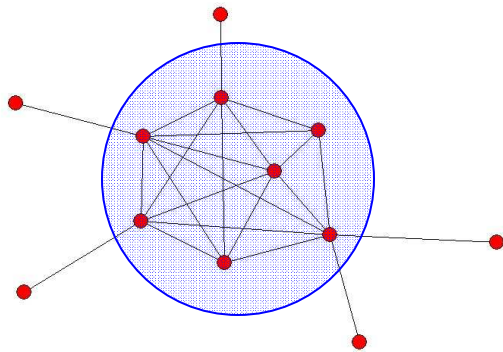
"I frequently or very frequently receive information from this person that I need to do my job."

Business Applications of Networks

- **Engaged Workforce**
- **Customer Focus**
- **Operational Excellence**

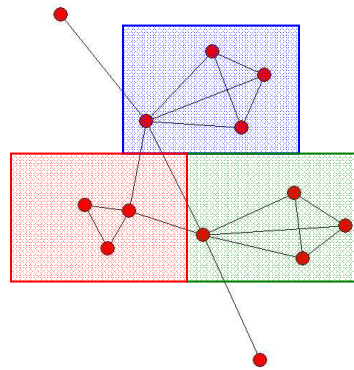


Different Networks for Different Goals



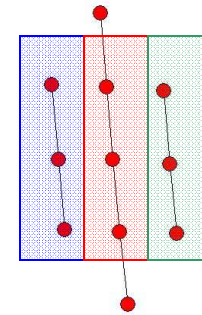
INNOVATING:

Finding opportunity
amidst ambiguity



PROBLEM SOLVING:

Finding solutions to
defined problems



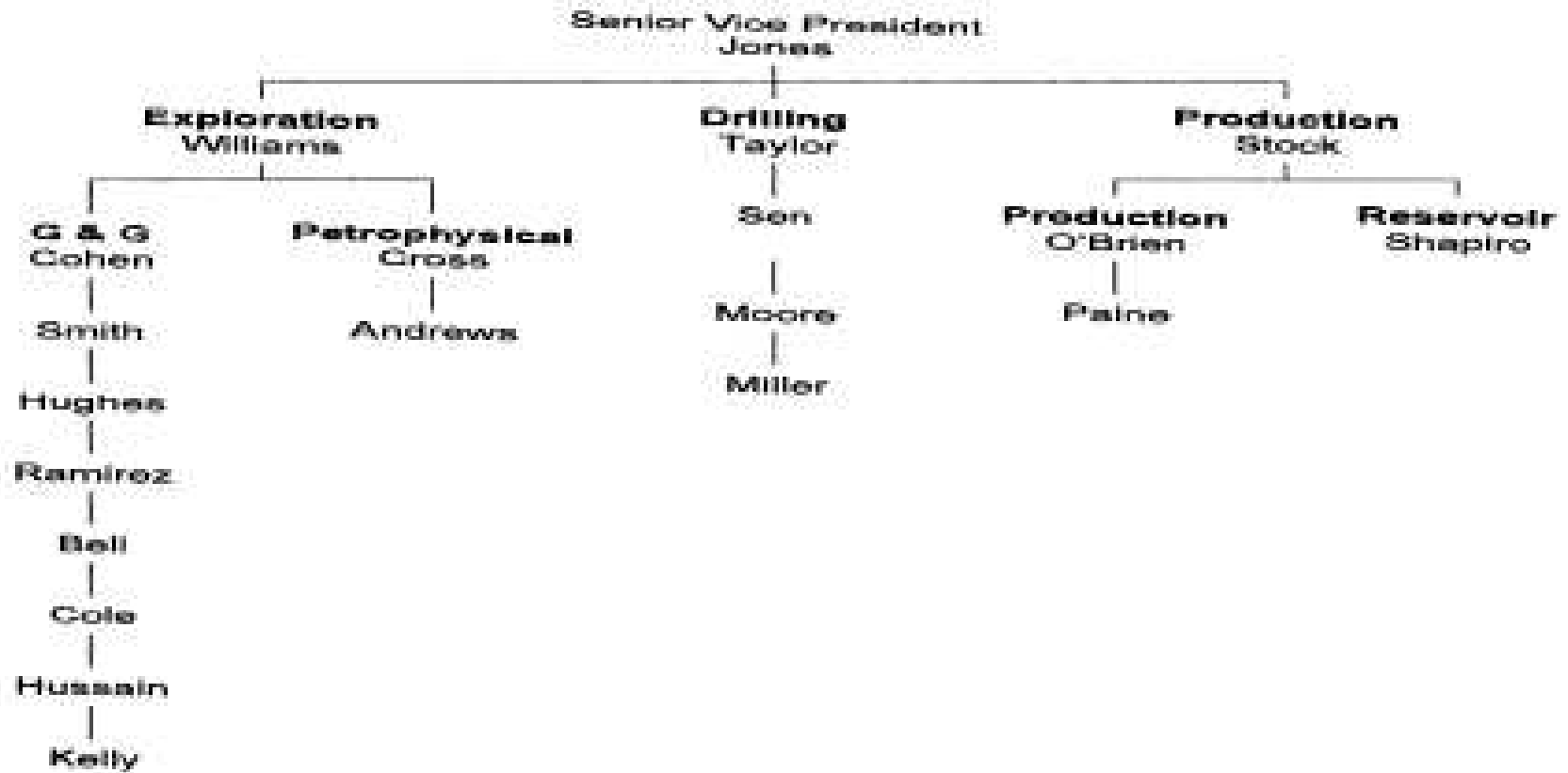
EXECUTING:

Applying standard
solutions to routine
problems

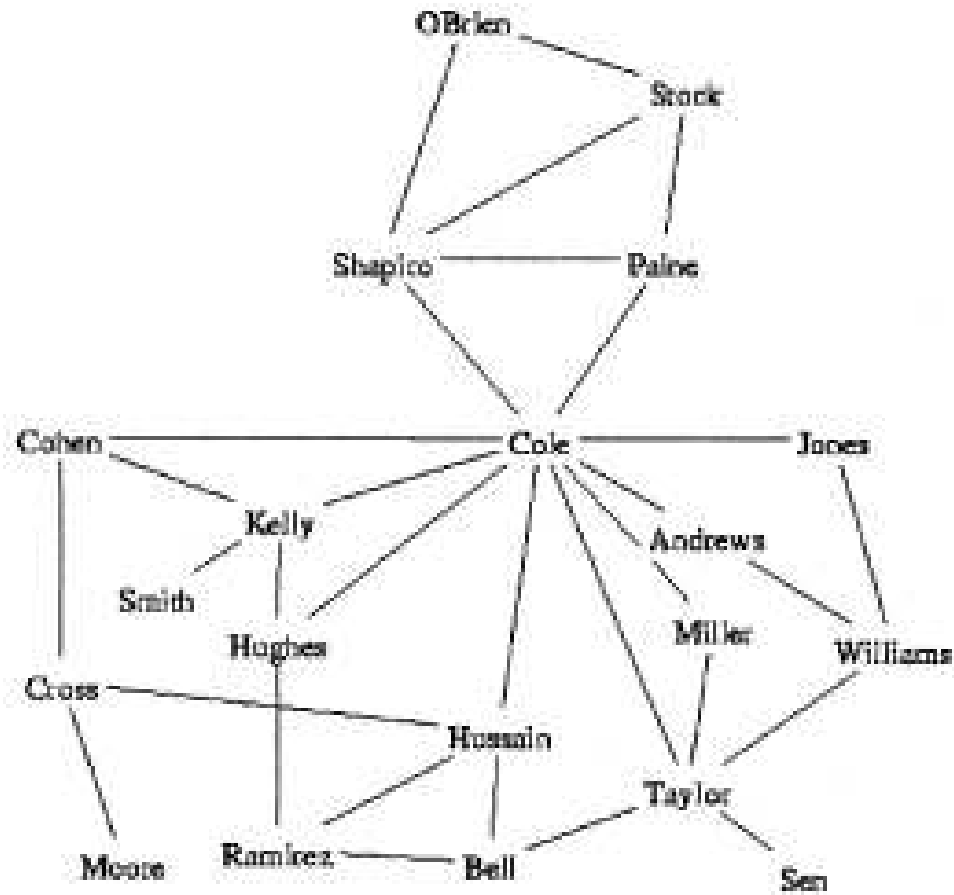
Case Study I: Improving Productivity

Large Petroleum Co.
(Cross, Parker, Prusak, Borgatti, 2001)

Exploration and Production Division



Informal Information Network



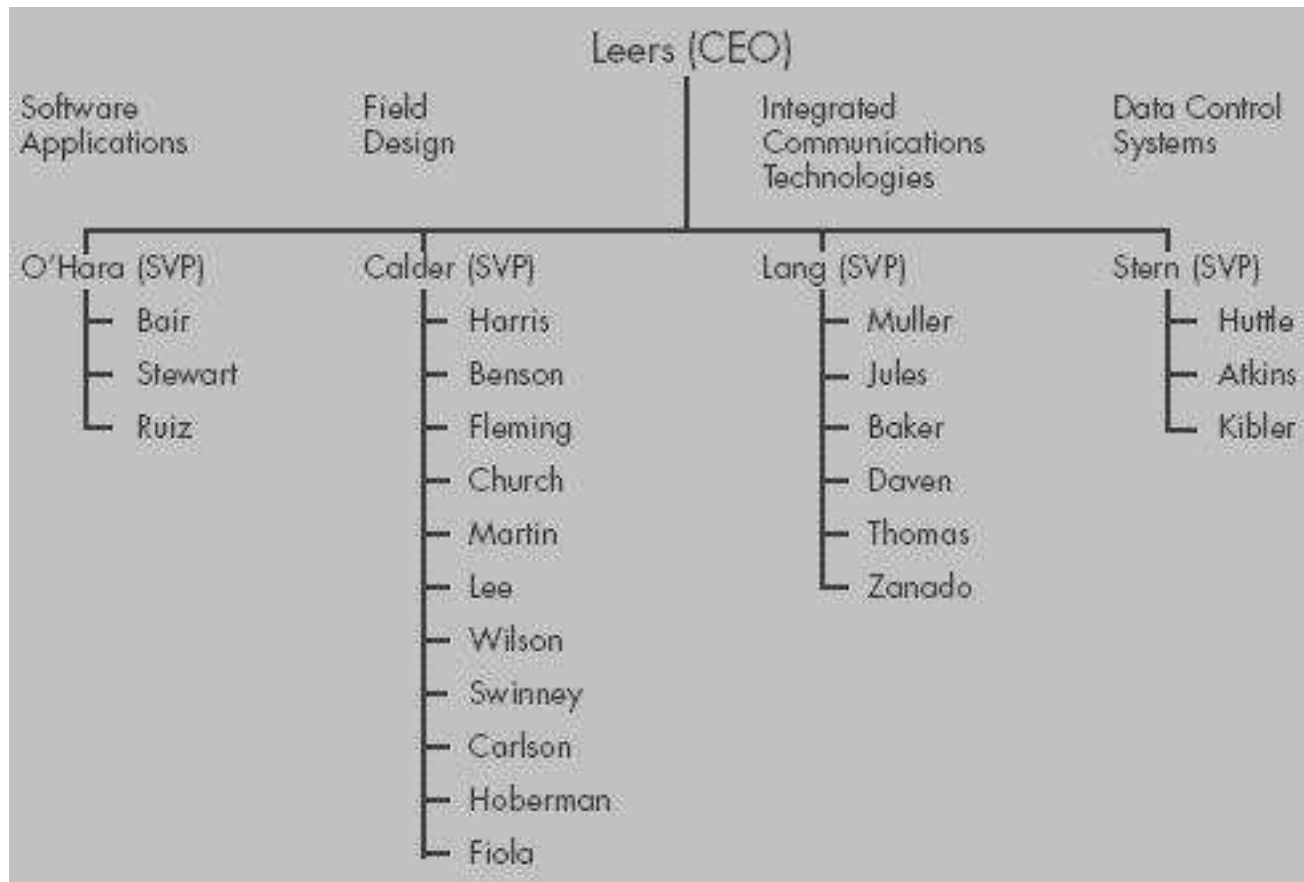
Social Network Analysis Provides

- A high-level map of the communication and power structure in an organization
- A way to present this view to a client
- Insights into key individuals in an organization – regardless of their formal position
- A tool that aids in identifying targeted organizational change interventions

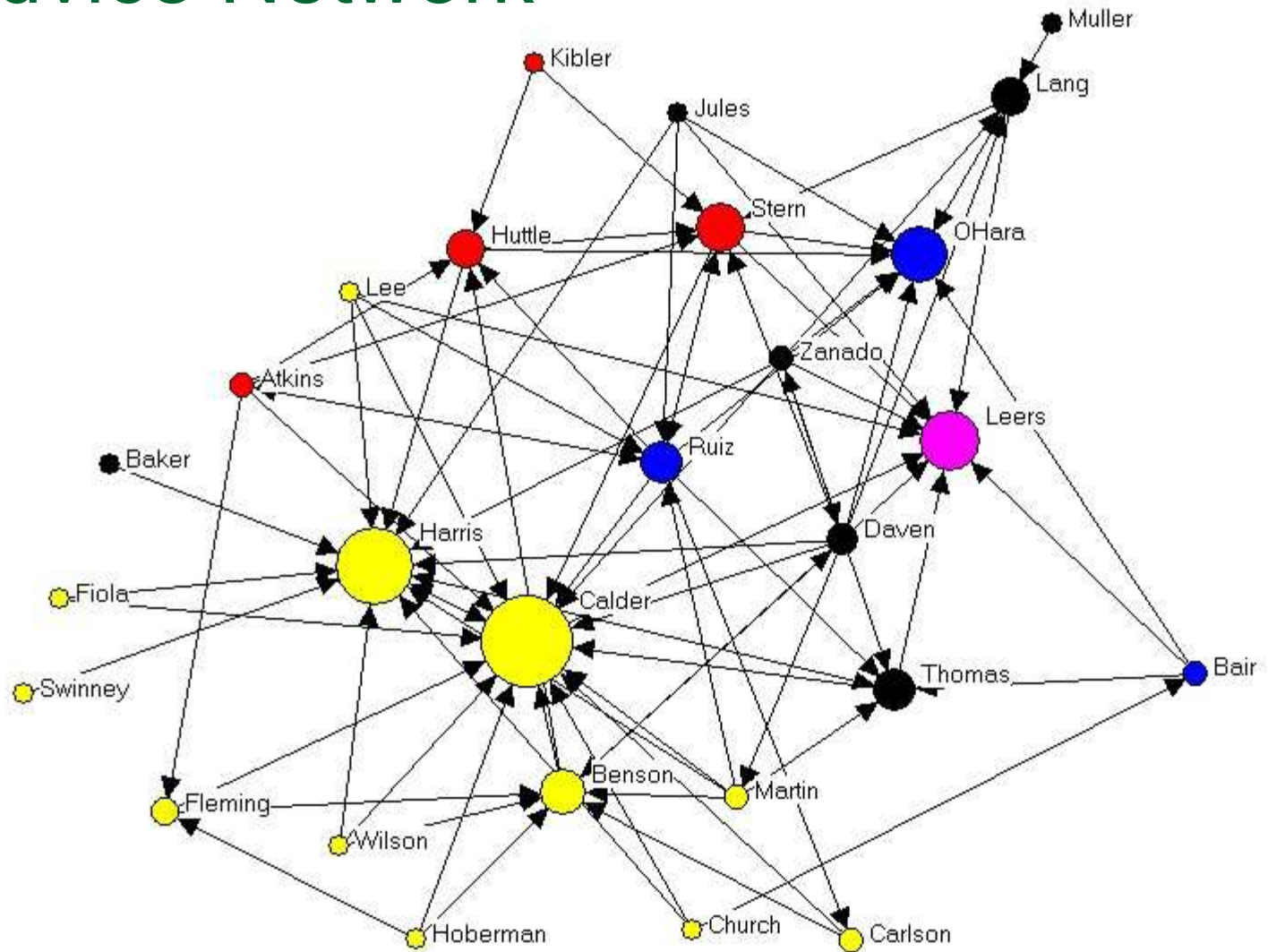
Case Study II: Talent Management

California Computers
(Krackhardt, 1993)

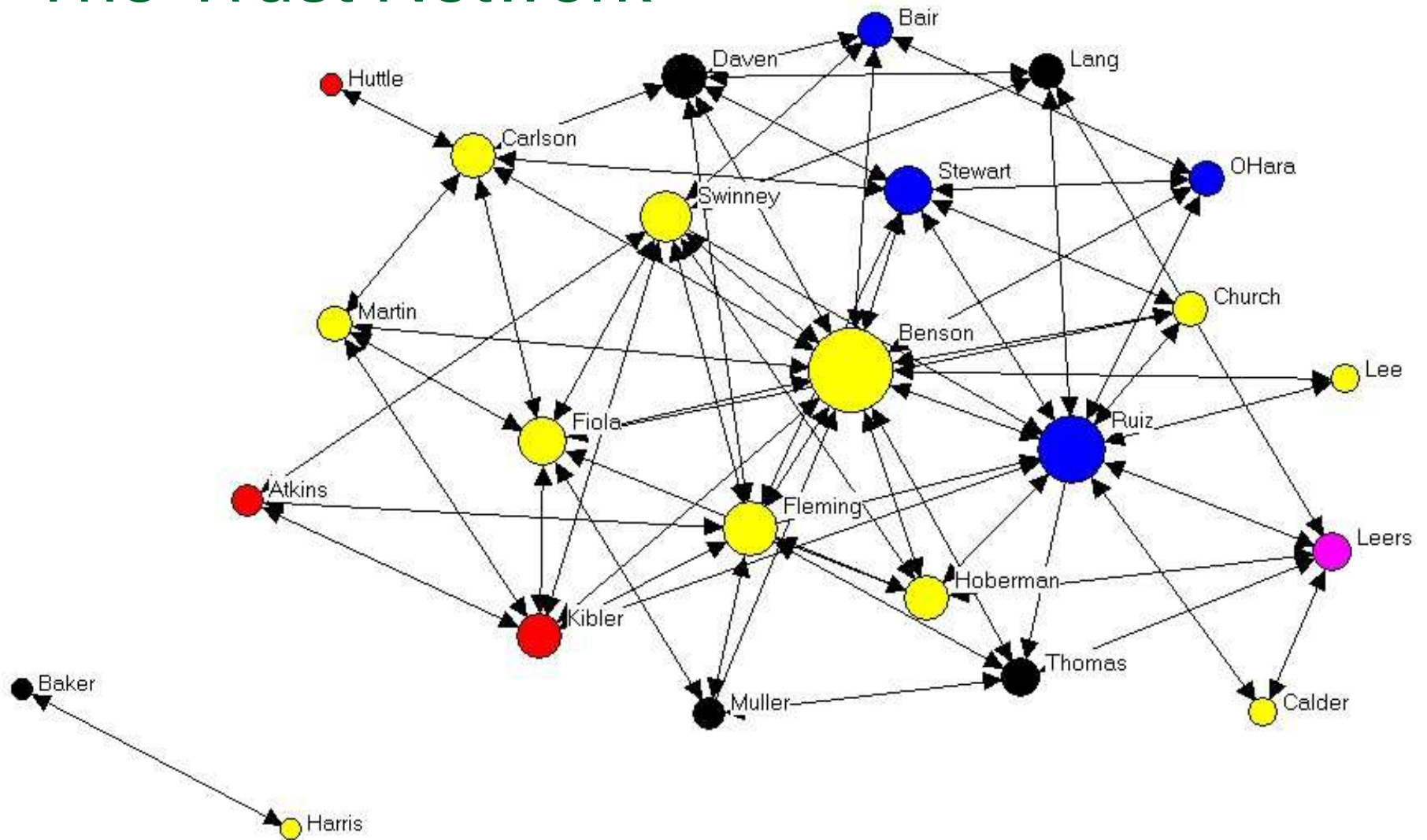
California Computers



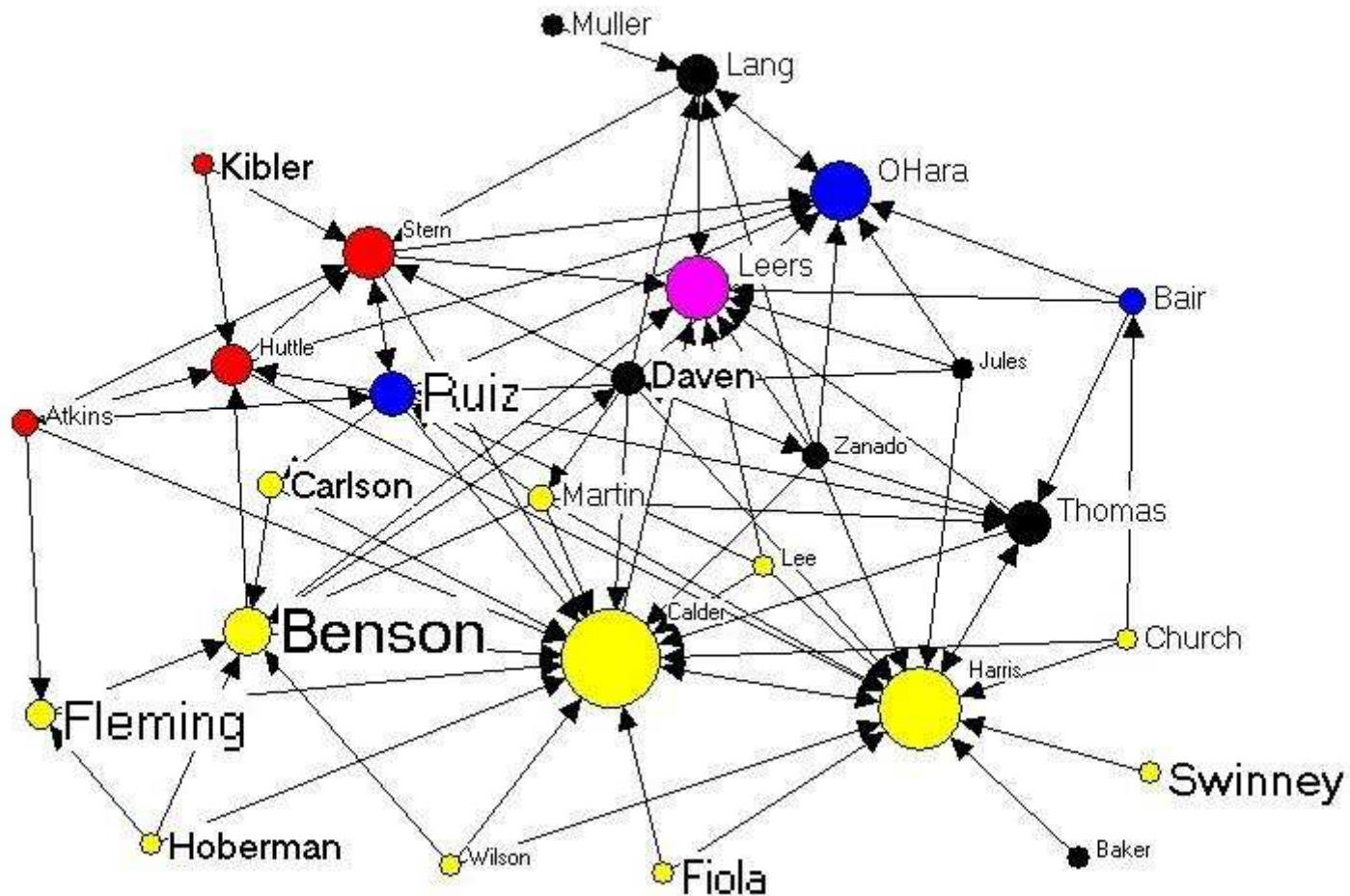
The Advice Network



The Trust Network



Advice Network with Trust



Networking the Room

- Who is participating, and why?
- What are we doing with the results?
- What happens if you don't respond?

http://connectedness.blogspot.com

Connectedness: Network Visualization Meets Flash Gordon - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://connectedness.blogspot.com/2005/02/network-visualization-meets-flash.html

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Connectedness

Helping businesses link to results.


TUESDAY, FEBRUARY 08, 2005

➤ Network Visualization Meets Flash Gordon

To my previous posts on visualizing social networks (see [here](#), [here](#), and [here](#)), let me add the coolest visual network site I have seen yet. Behold [musicplasma](#):



Thanks to [spinster](#) for alerting me to musicplasma (and [OSN2005](#) for giving me in to spinster).



Welcome to my blog, where I explore applications of social network analysis to translate business strategy into results.

Meet me in person at these

Upcoming Events:

- ✳ ["Improving business with a network perspective"](#): an intensive hands-on workshop,

Done

To Learn More

Improving Your Business With Social Network Analysis

Friday, October 21, 2005

8:30AM – 5:00PM

Boston, MA

Register at <http://ConnectiveAssociates.com>

Thank You!

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