

The value of Network Development: use your Social Capital!

The Social Capital of organizations plays as big a role in their success as their human and financial capital do. How to get the best workforce, improve sales and make innovations occur? By activating and increasing the company's collective social network; an asset not yet managed. As Miriam Notten, managing consultant of La Red puts it: let your network work for you!

The challenge of today's entrepreneur is to develop and mobilize the Social Capital that their workforce and friends bring along. Social network analysis uncovers the (in)formal patterns within and between organizations; a diagnostic instrument that should be part of every modern entrepreneurial toolbox.

Social network analysis helps to understand and manage interactions between employees or between employees and their outside relations. It uncovers the number of links among the players in the network and the significance of their relationship. It tells you who actually knows the most people, who's influential and who's best in bringing together different worlds. It reveals patterns and network roles.

Figure 1 for example shows an informal social network. The colours represent different organizations and the numbers represent people. Now ask yourself: who would you want to be when there's a flue outbreak in your network? And if you want to hear about the latest gossip? As you will notice different goals require different places in the network. Send me your preferences and we'll talk about it (notten@lared.nl).

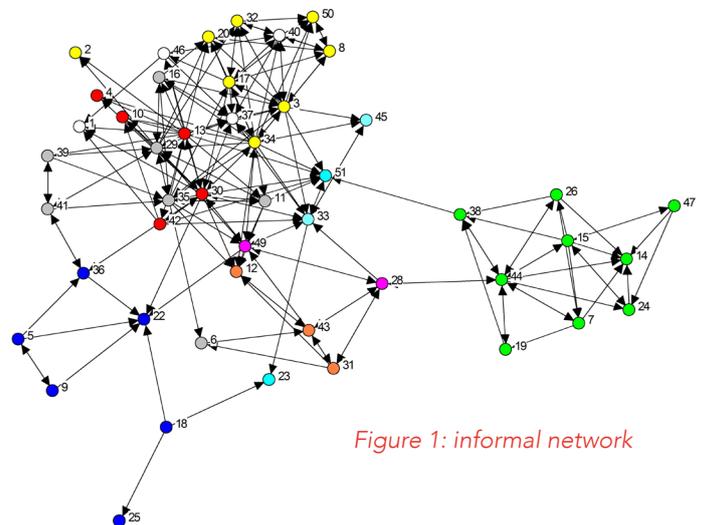


Figure 1: informal network

At La Red we make it our life's work to show organizations the importance of developing and maintaining both their internal and external network and actively build on sustainable relationships, to achieve their (commercial) goals. How well do you know your relationships? Everything starts with getting acquainted! Connect Memory (the 12 ½ anniversary La Red game) might give you the conversation starter you need!

Power your relationships and start your working day tomorrow by asking: What can I do for you? Giving what you have builds on Social Capital for your future!

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