

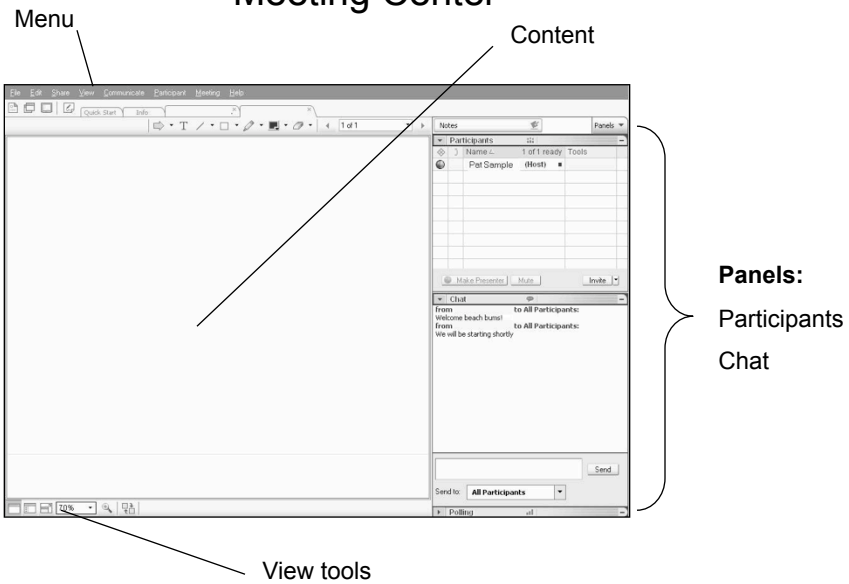


# Leadership Networks and Social Network Mapping

Friday • June 20, 2008

- 12:45 Tutorial & Troubleshooting
- 1:00 Welcome & Check-In
- 1:15 Overview of session & Opening of Topic
- 1:30 Introduction to Network Mapping and Questions
- 2:00 Identifying Questions for Deeper Learning
- 2:15 Next steps
- 2:25 Poll

## WebEx Overview Meeting Center



# Planning Team



Bruce Hoppe  
Connective Associates



Tracy Patterson



Wynne Whyman



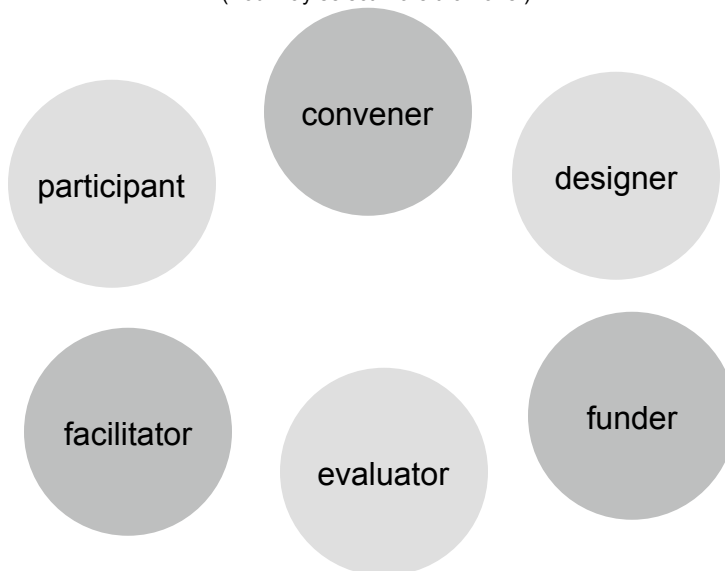
Claire Reinelt  
Leadership Learning  
Community

Center for Creative  
Leadership



What role have you played in intentional networks?

(You may select more than one.)



## Health Leadership Circle

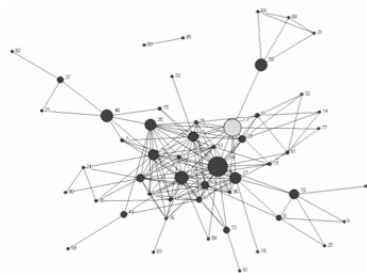
- What is the Health Leadership Learning Circle?
- What health issues do Circle members focus most on?
  - Reducing/eliminating health disparities (58%)
  - Community health (58%)
  - Public health (58%)
- What do Circle members most want to learn?
  - Impacting systems change (64%)
  - Network development and sustainability (59%)

## Why care about leadership networks?

- More powerful together than alone
- More effective capacity to disseminate ideas/knowledge and mobilize resources
- Increased likelihood of having population or community level impacts

## What is Social Network Analysis?

- A set of tools and processes for better understanding the relationships in a network
- The nodes in the network can be people, teams, organizations and the lines are the relationships between them



## Bridging and Bonding

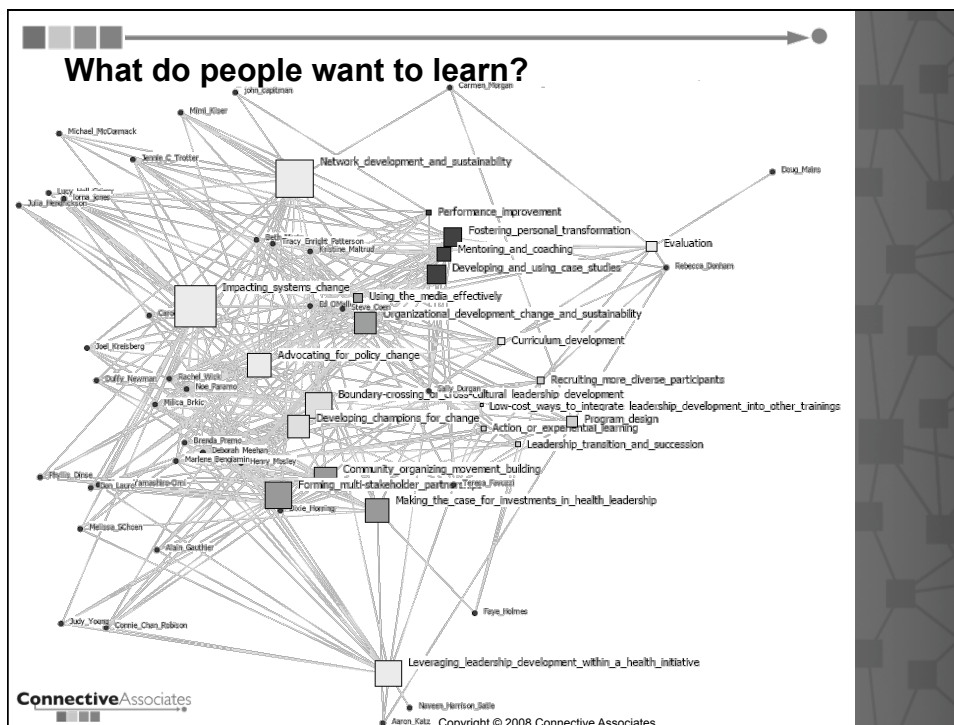
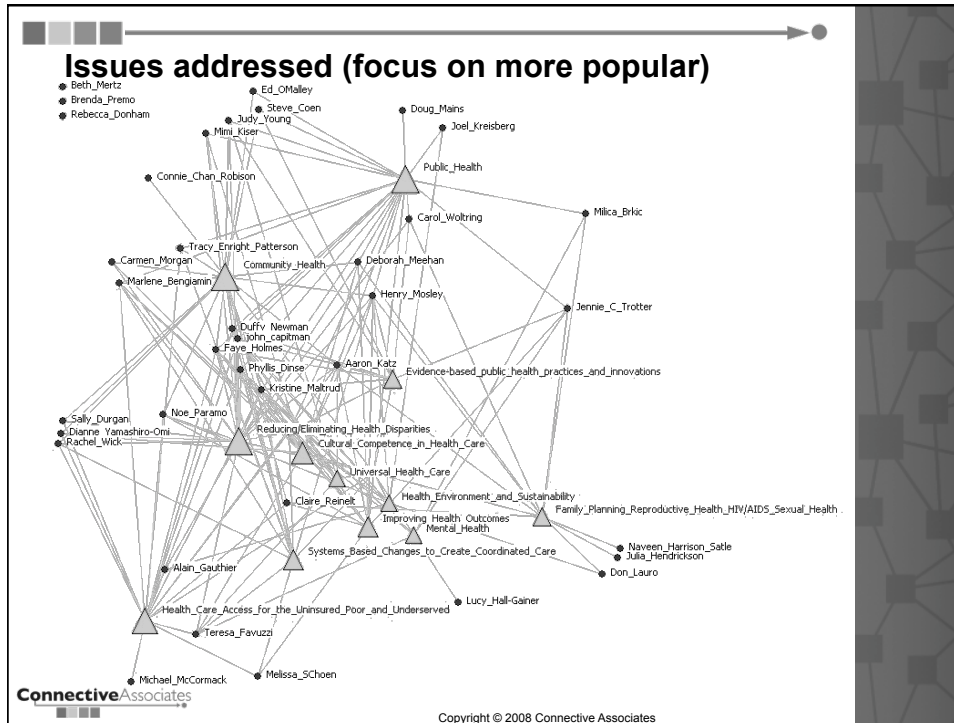
<p><b>Bridging</b> ★</p> <p>= Brokering between “them”</p> <p><b>Yields</b></p> <ul style="list-style-type: none"> <li>• Access</li> <li>• Resources</li> <li>• Innovation</li> <li>• Impact</li> <li>• Profit</li> </ul>	<p><b>Bonding</b> ★</p> <p>= Becoming “us”</p> <p><b>Yields</b></p> <ul style="list-style-type: none"> <li>• Affinity</li> <li>• Efficiency</li> <li>• Trust</li> <li>• Support</li> <li>• Community</li> </ul>
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<http://connectedness.blogspot.com>

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## Third Network Approach (Amazon.com): Who shares the same kinds of connections?

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## Questions about Network Mapping

- How many of you have used network mapping techniques in your programs or evaluations?

## Questions about Network Mapping

- What questions do you have about social network analysis? (Raise hand and Bruce will call on you)

**Identifying Questions for Deeper Learning:  
What you are interested in learning more  
about impacting systems change**

- What do we mean by “leadership” in a network-centric world?
- How do we illustrate “systems change” in ways that community members grasp?
- How is internet technology impacting systems change?
- What are the ramifications of the digital divide for systems change?

**Identifying Questions for Deeper Learning:  
What you are interested in learning more  
about impacting systems change**

- In what ways can the FaceBook/MySpace phenomenon be used by those creating leadership development programs/experiences to influence systems change?
- What do we know about the value of online social networks to change behavior/influence careers?
- How can interorganizational networks affect systems change?
- What do we know about how systems realign themselves in new directions?

## Identifying Questions for Deeper Learning

- What specifically are you interested in learning about impacting health systems change or network development and sustainability ? (Use chat to share thoughts for 2 minutes)
- Review the chat for 1-2 minutes.
- What themes do you see emerging? (Raise hand)

## Next Steps

- What topics would you like to focus on for future WebEx calls/Health Circle retreats? (Use chat for 1-2 minutes)

## Resources and Upcoming Events

- [www.leadershiplearning.org](http://www.leadershiplearning.org)
- Creating Space in Oakland California --  
April 28-30, 2009