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

Menu
Content
Panels:
Participants
Chat
View tools
Planning Team

Bruce Hoppe
Connective Associates

Tracy Patterson
Center for Creative Leadership

Wynne Whyman

Claire Reinelt
Leadership Learning Community

9/2/08
What role have you played in intentional networks?
(You may select more than one.)

- participant
- facilitator
- convener
- designer
- evaluator
- funder

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

**Bridging**
- = Brokering
  between “them”

**Bonding**
- = Becoming
  “us”

**Yields**
- Access
- Resources
- Innovation
- Impact
- Profit

Who shares the same kinds of connections?

http://connectedness.blogspot.com

Third Network Approach (Amazon.com): Who shares the same kinds of connections?
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
- Creating Space in Oakland California -- April 28-30, 2009