



# Practical Social Network Analysis

Skills and techniques for facilitating organisational change.

An organisational chart may show the management structure, but does it show you who the leaders, the innovators and the key influencers are? How often have projects failed because we have not influenced the actual people who ensure success? How many potential leaders and innovators are not nurtured and developed because they are not apparent from viewing the org chart?

“No man is an island.” *John Donne*

Social Network Analysis (SNA), the technique of analysing and exploring social networks, is experiencing a resurgence. SNA has real power in making that which is invisible, visible, often in a surprising fashion.

Social Network Analysis and group sensemaking provides a powerful means for affecting change. This practice-based workshop will provide you with the skills and tools to be effective with the use of Social Network Analysis in your organisation.





When it comes to relationships, at some level or another we all know the importance and power of our social networks.

How many times have you heard “It’s not what you know, it’s who”? Formal hierarchies never tell the full story of how organisations really work. Work gets done through the many and varied informal connections formed over years of working with colleagues. People develop trust and you can rely on your trusted connections to point you in the right direction, help you out and open doors that otherwise seem tightly shut.

The problem for managers, consultants, facilitators and change agents trying to improve an organisation is that these informal networks are difficult to see and without an understanding of how networks operate, difficult to improve.

#### WHAT THE WORKSHOP IS ALL ABOUT

**Social Network Analysis (SNA), the technique of analysing and exploring social networks, results in graphical charts showing how people connect and interact in various, informal ways.** For example, an SNA chart might show who people go to in order to tackle the most difficult problems, who collaborates with whom, or who people think are the innovators in the workplace. The power of an SNA chart derives from the conversations it sparks, the insights that

arise and the emerging, group understanding of what is really happening in the organisation.

This workshop will utilise experiential learning methods to provide participants access to the key concepts, models and tools used within the application and practice of social network analysis for organisational change. **The workshop is practice based and requires only basic computer skills.**

#### WHO SHOULD ATTEND?

Knowledge managers, HR managers, change managers, consultants, facilitators... If you’re looking for ways to facilitate meaningful change in your organisation then you should definitely come.

Let’s put it this way – this workshop is for those who want to:

- build their confidence and expertise in applying the theory and practice of social network analysis for facilitating change within their organisation;
- gain an understanding of the key concepts and models which inform the practice of social network analysis and sensemaking for change in organisations;
- gain enhanced understanding and capability to use and apply the specific software tools for conducting social network investigations within your organisation.





**BY THE CONCLUSION OF THIS PRACTICAL  
2-DAY WORKSHOP, YOU WILL HAVE LEARNT:**

- the skills and techniques to successfully apply social network analysis within your organisation
- the process of social network analysis
- key principles for effective survey design and response rates
- how to prepare data for use within software for social network analysis
- how to create the graphical charts and maps resulting from the social network analysis
- techniques for facilitating discussion and group sensemaking of the graphical charts
- key pitfalls to avoid within social network analysis projects.

**WHAT ATTENDEES HAVE HAD TO SAY**

“Very informative, a fresh insight into a less known,  
but emerging area of management.”

“Great learning and networking experience and fun.”

“Very interesting!!”

**YOUR FACILITATOR**



**Andrew Rixon**, PhD, is director, consultant and lead researcher of Anecdote, an Australian-based management consulting company specialising in narrative and story approaches for organisational learning, change and development.

Andrew is a professional change facilitator.

Andrew has had global experience having worked in the USA, UK, Europe and Australia. After completing his PhD in mathematics and community ecology at the University of Queensland in Brisbane, Andrew joined a management science think-tank in Boston. It was during this time that Andrew learnt social network analysis from two of the worlds most respected and experienced social network analysis practitioners, Steve Borgatti and David Krackhardt.

Since this time, Andrew has helped organisations apply social network analysis for change in the areas of mapping and developing communities of practice, evaluating organisational strategic planning, enhancing knowledge flows and helping to move to more network-centric models of organisation.

With a strong commitment to quality learning Andrew has worked on developing his skill, style, technique and compassion to ensure that those who attend his workshops take a whole lot of practical learnings and experience back to their organisation.

### SEMINAR DETAILS

Arrive 8.30am for 9.00am start. Finishes at 4.30pm each day.

Melbourne CBD: Thursday 22nd March  
and Friday 23rd March, 2007



The registration fee includes full documentation, morning tea, lunch and afternoon tea on each day.

We will confirm your registration only after we receive full payment.

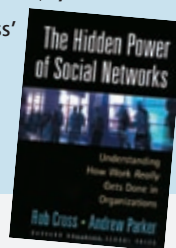
On registering, we will send the workshop location details and invoice.



### EARLYBIRD DISCOUNT AND SPECIAL OFFER!

Payments received before 8th March, 2007 will receive a 20% discount from the full \$1,350.00 fee. The total EarlyBird fee for this workshop will be \$1,080.00

The first 5 participants to register will receive a free copy of Rob Cross' book "The Hidden Power of Social Networks: Understanding How Work Really Gets Done in Organizations". Regarded as one of the most practical and comprehensive guides written to the application of social network analysis within organisations.



### PLEASE NOTE

If cancellations are made 7-21 days before the event, a 20% cancellation fee will apply; if cancellations are received less than 7 days before the event, no refund is payable.

Cancellations must be received in writing.

You are welcome to provide a substitute if you are unable to attend.

Anecdote is not liable if circumstances outside our control force us to cancel or reschedule this event.

For further information please call Andrew Rixon on mobile: +61 (0) 400 352 809 or email: [andrew@anecdote.com.au](mailto:andrew@anecdote.com.au)

### EASY REGISTRATION – FAX-IN DETAILS

#### Practical Social Network Analysis

**Melbourne** Thursday 22nd and Friday 23rd March, 2007

(We will send you workshop address and parking details closer to the date.)

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Special dietary requirements: \_\_\_\_\_

Enclosed is my fee of:

**\$1,080.00 EarlyBird** (includes GST) received before 8th March, 2007

**\$1,350.00** (includes GST) received after 8th March, 2007

I am paying by:

Cheque (payable to Anecdote Pty Ltd)

Mastercard  Visa  Bankcard  Amex

Cardholder name: \_\_\_\_\_

Card no:

Card verification code (three digits, on back of card):

Expiry date: \_\_\_\_\_

Signature: \_\_\_\_\_



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