Why People Networks & Network Analytics is so Important…

- Networks are changing how information is transmitted, knowledge is redistributed, and expertise shared. #CollectiveIntelligence

- Networks are rearranging the power structure and allowing companies to move from rigid command & control to fluid agile networks. #FutureOfWork

- On external networks employees have the most credible voice; people want to engage with experts not marketers. #Advocacy

- Collaboration & social systems contain some of the most valuable and under leveraged data in the enterprise. #BigData

- Analysis of People Networks drives a huge number of Use Cases. #Engagement #Reputation #Eminence #Influence #Innovation #Retention #ROI
Capturing & Understanding the People Network
Use Case: Engagement & Reputation

**Personal Social Dashboard:** Gives each **employee** a better understanding of their network and helps them more effectively activate for maximum value.

The system generates **Engagement KPIs** for every person in the system:

- **Activity:** Measure of a person’s activity
- **Reaction:** Measure of how others respond to their activity; an indicator of value.
- **Eminence:** Measure of how others respond to them; an indicator of reputation.
- **Network:** Measure of a person’s network size, **quality, variety, efficacy, ...**

And identifies:

- **Influencers:** Who connect people themselves well connected; analogous to Reach.
- **Brokers:** Who connect two groups otherwise not well connected.
Use Case: Organizational Health

Organizational Analysis: Gives management a single view of their enterprise graph, with network analysis that allows them better understand how teams interact and how information flows.

- Network analysis shows connectivity within and between organizations:
  - Are groups isolated? Are teams that should be working together actually working together?
  - Is there good information flow between and within teams?

- Identifies people who play key roles within the network:
  - Who are the information brokers? How critical is their role? Who are the influencers?

- Highlights organizational brittleness:
  - Are they badly connected with over-reliance on a small number of information brokers?
  - Have they dense networks with lots of redundancy in information flow?
Use Case: Organizational Health

Inter-connected Teams

Information Brokers

Separate Cluster

Isolated Teams

High intra-team connectivity w/ low inter-team connection
Use Case: Employee Retention

- **Question:** Does engagement change prior to an attrition event?
  - Analyzed organizational, social, and retention data
  - Inspected 10,000 random employees as control group and 1188 employees who quit

- **Conclusion:** Yes it does!
  - **Social Behavior Patterns:** less engaged with differences in types of activity
  - **Volume of Activity:** less activity several months prior to attrition event
  - **Network:** Attrition is viral
    - Impact: common manager, passive network, and active network
    - No impact: Company initiated terminations
Use Case: Innovation & Advocacy

#1 Being Social Does Impact Business Outcome
- Optimally engaged employees are 120% more likely to generate measurable Innovation & 150% more likely to demonstrate Customer Advocacy

#2 Optimal Social Behavior is Different for Everyone
- Variety of interactions used in concert most effectively contribute to business outcome
- Optimal behaviors (usage patterns) differ across roles and business outcomes

#3 Discovering & Disseminating Optimal Behaviors is Key to Improving Outcome
- And through the Personal Social Dashboard we now have the channel through which to disseminate these behaviors