![THE CLEARING™]

Network Analysis

The Challenge

When guiding their organizations through change initiatives or driving innovation and adoption, leaders often rely upon delineated processes and formal structures such as reporting lines, organization charts, and defined team membership. However, such formal structures only get an organization so far. In many instances, the informal networks which permeate organizations and systems (e.g., mentor relationships, groups built around common interests, friends who get coffee) are an equally important foundation which people in the organization depend upon to carry out their work or drive the adoption of new tools, practices, and approaches. These informal networks are often difficult to see, let alone quantify. **As a result, leaders often lack crucial insight into their own organizations and systems which could help them better realize their desired outcomes.**
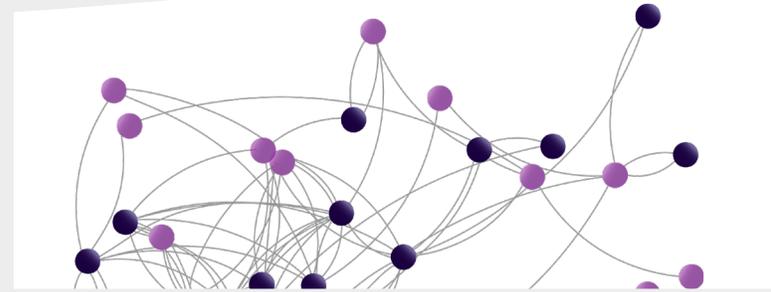
Network visualisations like this one help leaders better see the informal relationships which permeate their organizations and systems.

What is Organizational Network Analysis?

Network analysis is a powerful approach by which to better understand informal networks within an organization or system. Using The Clearing's DISCERN™ tool, leaders can see beyond organizational charts and known system linkages, in order to make more informed decisions, and lead impactful organizational change.

DISCERN™ (Detecting and Illuminating Social Connections to Establish and Revitalize Networks)

Using its proprietary DISCERN™ tool, The Clearing helps leaders better understand the informal relationships critical to their organization. By identifying how individuals and groups relate to one another, where key brokers or influencers exist, and making intentional choices about how to best leverage or adjust the organization's network, leaders become better positioned to address a range of topics such as:

1. identifying and scaling pockets of innovation

2. assessing and managing insider threat

3. improving onboarding and inclusion of new personnel

4. identifying emerging leaders

5. managing change initiatives and increasing adoption

6. promoting integration after a merger or acquisition

7. improving knowledge management

8. enhancing internal communication

9. designing physical workplace layout

How It Works

1 DEFINE THE PURPOSE

The Clearing works with leaders to **hone in on the clearest, most specific purpose** for how they want to use informal network data to help their organization or system/network.

2 DATA COLLECTION

The Clearing works with key leaders to **deploy a network survey across the relevant parts of the organization/system** and to collect any other relevant data.

3 DESIGN + IMPLEMENT ACTIVITIES

The Clearing **shares the network data emerging from the survey back to the key leaders in the form of visualizations and metrics.** We work with those leaders, and other stakeholders, as appropriate, to understand the dynamics in the network and what strategies and activities could help address the identified purpose.

4 EVALUATION

The Clearing **conducts a follow-up network survey to examine what has changed in the network following the implementation** of the strategy and activities designed based on the initial survey.

Throughout the process, The Clearing manages and balances several key principles, including: **Transparency; Engagement; Privacy; and Data Security.**

Who We Are

The Clearing is a boutique professional services management consultancy that partners with top leaders as they address strategic and operational opportunities or risks in an intentional, time-bound, and human-centered way.

Inspired by the idea of creating "clearings" to tackle critical challenges, consulting veterans Chris McGoff and John Miller founded The Clearing in 2009. Today, we apply our people-first approach to change and transformation in service of supporting leaders who are working to solve society's most complex problems.

Ready to Chat?

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