
ORGANISATIONAL NETWORK ANALYSIS PRACTITIONER COURSE

Delivered by Optimice / ONA Surveys in collaboration with Patti Anklam and Marc Smith.

OVERVIEW

Optimising and managing your business relationships can both be pervasive and directly impact your bottom line.

The ability of your staff to build effective and productive interactions both inside and outside your organization is a key challenge. While mature methods and tools have been available for analysing production processes, the same cannot be said for businesses that rely on people interactions.



An exception is Organisational Network Analysis (ONA). ONA provides both visual and analytical methods for assessing and improving your networks of business relationships. Benefits accrue at multiple levels; from the individual, looking to enhance their personal networking, to the organisation wanting to facilitate greater co-operation between business units.

Optimice is now offering an exciting opportunity to learn how to map and analyse organisational networks. This virtual training program provides an optimal blend of learning methods combining self-paced e-learning and instructor-led virtual modules, which will introduce participants to the power of Organisational Network Analysis. In this highly interactive course participants will learn to build the practical skill base required to conduct Organisational Network Analysis. Case studies are presented describing how ONA benefits have been achieved at the individual, intra- and inter-enterprise level. “Hand-on” sessions are included to enable participants to experience firsthand, the power of analysing relationship networks across an organisation. The course also covers how to collect and analyse social media data from Twitter and Facebook to map out the network that surrounds your organisation.

Your course instructors are well-known experts **Patti Anklam** (author of several articles on Social Network Analysis), **Marc Smith** (co-author of the recent book on the social network visualization plug-in tool NodeXL) and **Cai Kjaer / Laurence Lock Lee** (partners in leading ONA consulting company Optimice, as well as the people behind ONA Surveys).

WHO SHOULD ATTEND?

This seminar/workshop will be of value to anyone with responsibility for business interactions, or individuals who want to understand their own networking patterns. Participants might have roles in:

- Business Improvement / Strategic Planning
- Organisational Learning and Development / Knowledge Management
- Human Resource Management / Communication Management
- Social Media / Marketing

WHAT ARE THE BENEFITS?

“...we knew there were issues, but seeing them highlighted as starkly as this really brings the issue into focus for us” – Health Executive

“...this is the most powerful approach I have seen which gave me the evidence I needed about how we actually work together” – Transport Utility Senior Manager

“...it was good to find out who the quiet achievers are in our network that people really rely on for advice” – CEO, Multi-national company

“...we finally have some evidence to demonstrate that our communities of practice programme is improving collaboration across the organisation” – Government Regulatory Authority

“...this helps our succession planning....we now know what relationships we need to cover, for staff that are moving on” – Client relationship manager

BUSINESS OUTCOMES:

- Align employee relationships to business strategy
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- Make faster and better decisions from a ‘hard’ evidence-based approach to a traditionally ‘soft’ area.
- Identify key influencers which will make your next major organisational change project successful
- Map and monitor what’s happening

WHAT DO I GET AND WHAT DOES IT COST?

The course runs over 5 weeks is made up of the following:

Week 1-2: E-learning

4 hour introduction of the key concepts in Organisational Network Analysis delivered through an engaging e-learning course developed by Patti Anklam in collaboration with the IAI University. Participants will have 1 year access to the package to enable revisits where needed.

Week 2-5: Instructor-led Modules

Three 2-hour modules that cover Scoping an ONA Project (Module 1), Setting up an ONA Survey (Module 2) and Visualising networks with NodeXL (Module 3). During these modules there will be a significant amount of discussion and hands-on time with the tools needed to conduct ONA projects.

In addition to this each participant will get:

Reading Material: 1 copy of “Analysing Social Media Networks with NodeXL” by D Hansen, B Shneiderman and M Smith (2010). The list price for this book is US\$44.95

Survey Tool: 1 year full individual subscription to ONA Surveys (www.onasurveys.com). ONA Surveys is a world leading survey tool for collecting relationship data. The 1 year professional subscription normally costs US\$749.



On-line Collaboration: Permanent access to an online discussion group where participants can share experiences and ask questions to the instructors in between modules.

The total price for all of this is US\$ 1,599.00 per participant. Group discount of 20% is available when 3 or more participants from the same organization register at the same time.

COURSE CONTENT

This is a comprehensive blended learning course that includes 10 hours of training over 5 weeks covering:

- **Self-paced e-learning (4 hours)**
 - Introduction to Social/Organisational Network Analysis
 - Network patterns and metrics
 - Software tools for network analysis
 - Managing an ONA Project

- **Module 1: Scoping your ONA Project (2 hour virtual session hosted by Patti Anklam)**
 - Determining which business problem to solve with ONA
 - Review of case-studies
 - Determining your questions

- **Module 2: Setting up your ONA survey (2 hour virtual session hosted by Cai Kjaer / Laurence Lock Lee)**
 - Setting up your survey
 - Working with mailing lists and other lists
 - Creating relationship sets and network questions
 - Previewing and launching the survey
 - Tracking progress and downloading responses

- **Module 3: Visualise networks with NodeXL (2 hour virtual session hosted by Marc Smith)**
 - Getting started with NodeXL
 - Calculating and visualizing network metrics
 - Preparing data and filtering
 - Importing data from Social Media tools
 - Clustering and grouping

PRE-REQUISITES AND REQUIREMENTS

There are no specific prerequisites for attending this course in terms of prior knowledge about Organisational Network Analysis. However, access to a PC/laptop with fast internet access (not dial-up) is required. This is because the virtual instructor-led modules are delivered over the Internet.

Also, prior to participating in module 3 (visualizing your networks with NodeXL), the NodeXL plug-in must be installed on the PC you will be using during the session. NodeXL works with Microsoft Excel 2007/2010 and must be installed successfully before attending the module (Note: NodeXL is currently not available for Mac users).

It is also very likely that a plug-in needs to be installed on your PC's Internet browser for the virtual classroom to function correctly.

INSTRUCTORS

Cai Kjaer and Laurence Lock Lee are leading ONA experts located in Sydney, Australia and have completed more than 50 ONA projects for commercial clients internationally. They have a strong focus on making network analysis simple and impactful and have published widely on Organisational Network Analysis. Cai and Laurence are partners in the Australian consulting company [Optimice](http://www.optimice.com.au) and are the key people behind the leading tool for collecting data for ONA projects – www.onasurveys.com.



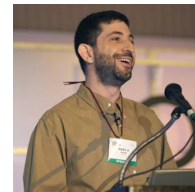
For more information about Cai, Laurence and Optimice please visit <http://www.optimice.com.au>.

Patti Anklam is an US-based independent consultant with expertise in collaboration practices, social network analysis, value network analysis, and knowledge management systems strategy and architecture. Patti has experience and expertise that encompasses people, process, and technology and likes to work with organizations who are adopting collaborative processes and networked approaches in both the business and nonprofit sectors.



For more information about Patti please visit <http://www.pattianklam.com/about>

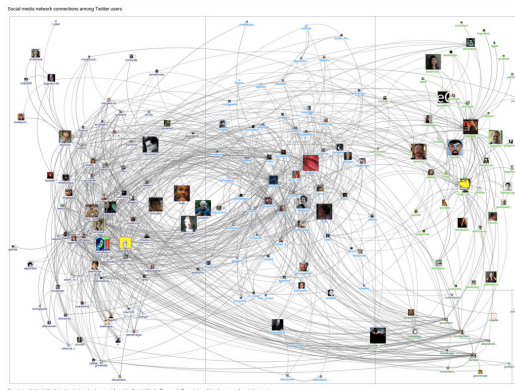
Marc Smith Marc Smith is a sociologist specializing in the social organisation of online communities and computer mediated interaction. He founded and managed the Community Technologies Group at Microsoft Research in Redmond, Washington and led the development of social media reporting and analysis tools for Telligent Systems. Marc leads the [Connected Action](http://www.connectedaction.net) consulting group and lives and works in Silicon Valley, California. He is a co-founder of the [Social Media Research Foundation](http://www.socmedresearch.org), which is dedicated to *Open Tools, Open Data, and Open Scholarship* related to social media.



For more information about Marc please visit www.connectedaction.net. For more information about NodeXL please visit nodexl.codeplex.com

REGISTRATION

Please register at www.optimice.com.au/courses.php



Map of relationships between Twitter users developed with NodeXL