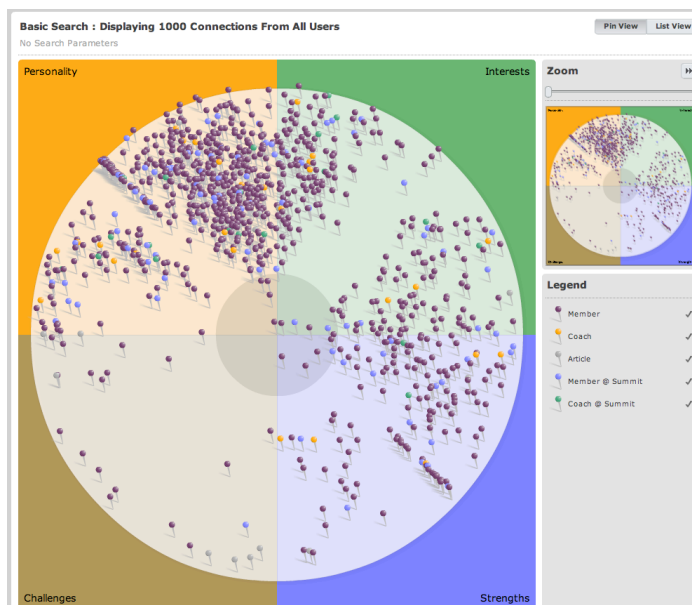


introNetworks – Consulting “Discover Your Knowledge Networking Strategy”

One-Day Intensive Interactive Workshop

One of the most important aspects of implementing a strategy to connect inside an organization is figuring out where to start and what the road ahead looks like. At introNetworks we have helped organizations uncover key information that is used to discover how a knowledge network could be the platform for a strategy that can connect employees, clients, prospects and partners. This process is accomplished in as little as one day through a focused, deliberate effort that looks at success from the building, launching and growing of the network, and considers the cultural climate and how that impacts the overall effort.



WHAT WE FOCUS ON

We have found that the best place to start is at the end. This may not seem intuitive, however by focusing on your desired outcomes we collaboratively determine exactly how a knowledge network should be configured to suit your specific organization and its culture.

We look at your current situation, and how people connect today, how they are communicating and what their level of collaboration is. Based on this discussion we are able to start to see how better connections could improve both the communication and collaboration potential in the organization.

Our technology focuses on building connections based on matches found within custom designed user profiles. In the workshop we understand the group dynamics of your audience and couple that with your desired outcomes to find the best set of terms (tags) to use for matching. This is called your community taxonomy – these words describe who you are as an organization.

We will discover what you want to know about your audience that you do not know today and as important, what they want to know about each other. The intersection of these two lists is where the heart of the matching will be done.

When done, you will be able to clearly understand what the knowledge network will do for you, how it should be implemented and what you can expect throughout the process. We know you have not ever built a Community before, that's how we can help best, because we have built over 250.

A fine tuned knowledge network strategy is easy to achieve in these simple steps:

- Process Overview** – We focus on a process that builds on small steps that link strategy to execution. Starting here ensures that everything can be eventually measured and tracked.
- Understanding the Landscape** – Our interactive process will uncover what is working today and what needs improvement, with a goal to have the answers guide the rest of the process.
- Cultural Considerations** – Designing a network is as much about the people as the technology that powers it. Asking questions about users, in great detail is critical at this stage.
- Plan for deep insight** – We structure the conversation to discover what you want to learn about your audiences and what they want to learn about each other.

introNetworks: Consulting – Discovering Your Knowledge Networking Strategy

Your most important challenge will be getting the right people around the table to spend a day looking into the organization, asking tough questions and using the answers to collaboratively guide us towards a workable strategy.

The day is broken into two portions – first focusing on the big picture, organizational objectives and how a knowledge network could be aligned to those larger operational challenges. The second part of the day focuses on tactical issues that are key to a successful network. Being able to see all of these issues in one focused session will lead to a clear view of how to move forward.

The Workshop includes:

The introNetwork Process

- Overview of the Build, Launch and Grow methodology and how it impacts the success of a knowledge networking strategy

Organizational Review

- Understanding how you are connecting, communicating and collaborating now
- Understand key business drivers that are affecting the strategy process
- Understand cultural, political and organizational issues related to 'being social'

The Target Audiences

- Building on the review, start to focus on describing the audience in greater detail to best understand them
- User Story development and discussion about how individuals would use such a network in their daily workflow

Types of Connections

- A primary part of the introNetwork is the ability to forge connections, yet unless these connections are pre-planned and accounted for the system doesn't work as efficiently as it could. We spend time understand exactly what the matches are and their relationship to the user stories.

Communicating with your Audience

- Understanding how improved connections could lead to improved communications
- We discover what explicit value will be gained from these improvements

SWOT Analysis

- Interactively discover the strengths, weaknesses, opportunities and threats will face the network, once implemented
- Metrics are discussed at this stage so that they can be understood by all stakeholders

Smart Search

- A primary use of the network will be search. We will discover the various search criteria that will need to be designed into the solution

Data Integration

- In conjunction with IT or Technology staff, describe the various methods of connecting the introNetwork system into existing infrastructure for the best fit into the organization

Access and Navigation

- It is important to discuss how users will find and use the network on a daily basis; this simple step can mean success or failure of the entire strategy.

To learn more about how we can improve your organizational effectiveness, please call us at 805-722-1040