

NETWORK CREATION & DEVELOPMENT

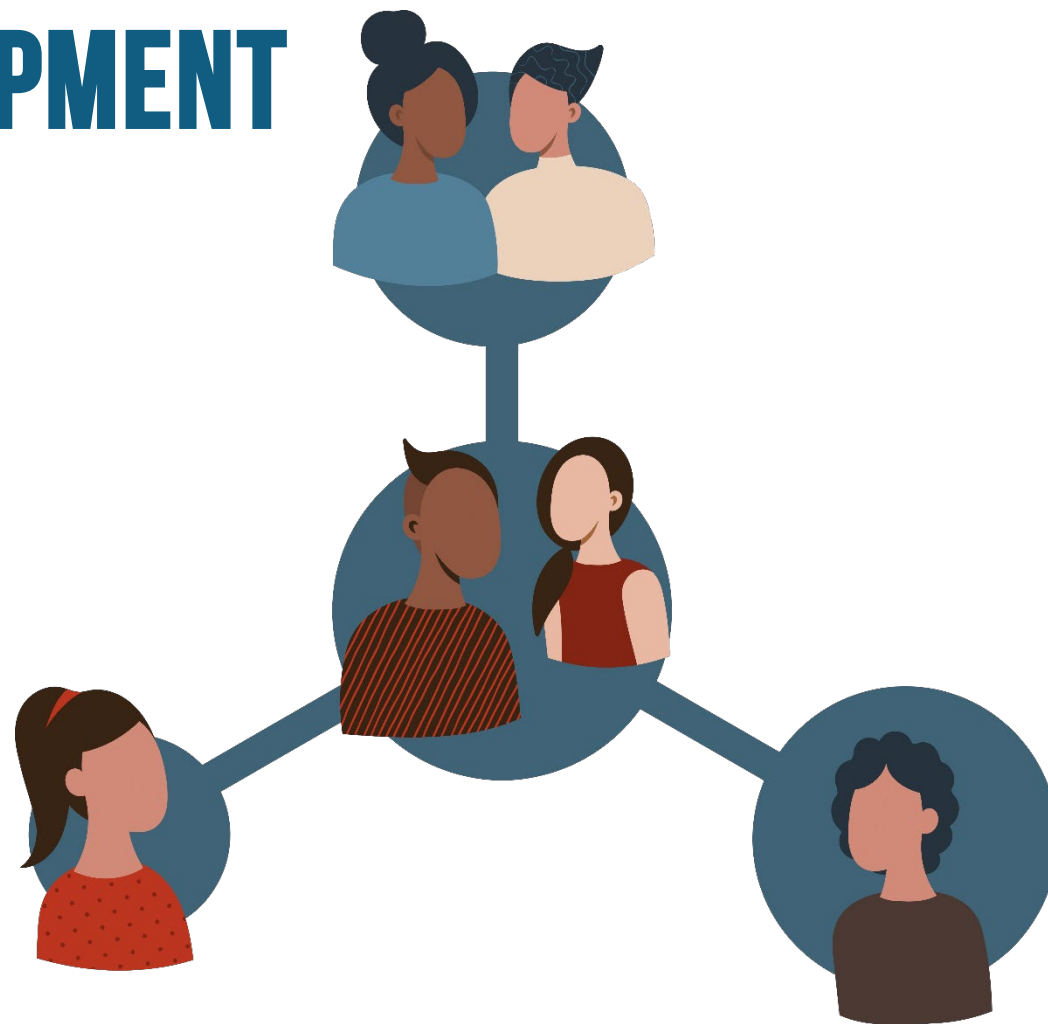
Short introduction

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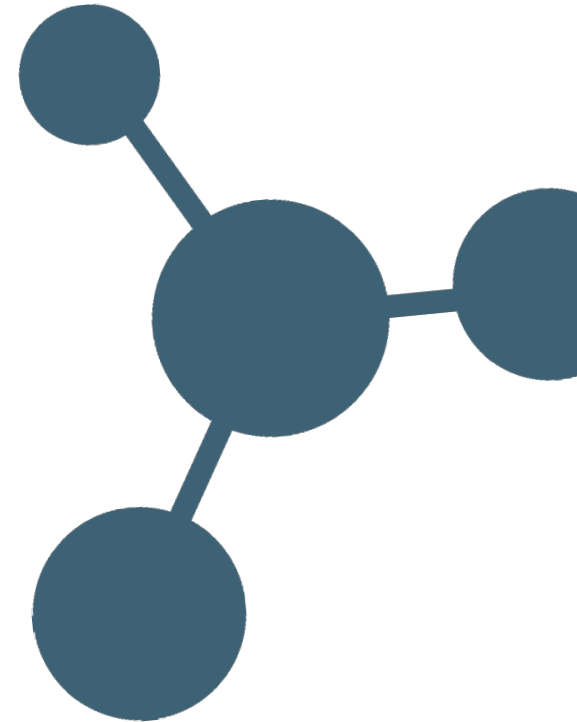
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WHAT DO NETWORK CREATION AND DEVELOPMENT MEAN?

Overview

- Networks and cooperations are becoming more and more important.
- Each network is individual in its orientation, organisational culture and target groups.
- Nevertheless, there are many similarities in both the creation and the development.
- The creation and development of networks takes place in seven phases.
- Depending on the phase, there are different needs and risks.
- Regular evaluation and reflection can contribute to successful networking.
- In addition, you can use our tools to strengthen networking.



WHY ARE NETWORKS MEANINGFUL?

Advantages

- A strong network leads to competitive advantages.
- The respective competences of the members are united through the network.
- There is an exchange of knowledge, experience and learning processes.
- This leads to "thinking outside the box".
- Problems can be tackled efficiently and effectively together.
- In addition, new, exciting projects can be created in this way.
- Costs are saved by using common resources (synergy effects).
- The exchange can also contribute to mutual understanding and learning on a cultural level.
- By pooling resources, a network can achieve greater things than any member could on its own.

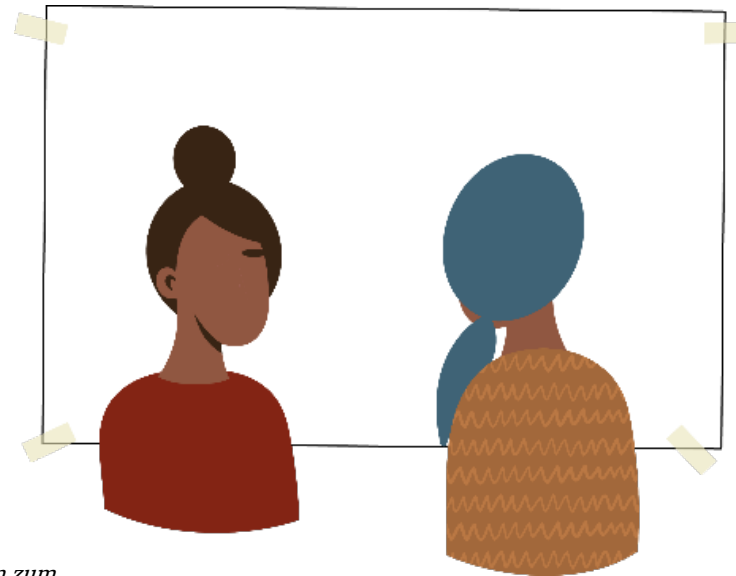


HOW DO NETWORKS DEVELOP?

7 phases

1. IDEA
2. CREATION
3. CONSTITUTION
4. WORK PERIOD
5. EVALUATION
6. METAMORPHOSES
7. CONCLUSION

Cf. Becker, T., Dammer, I., Howaldt, J. & Loose, A. (2011). *Netzwerkmanagement: Mit Kooperation zum Unternehmenserfolg* (3. ed.). Springer. pp. 23-34.



THE DEVELOPMENT OF NETWORKS

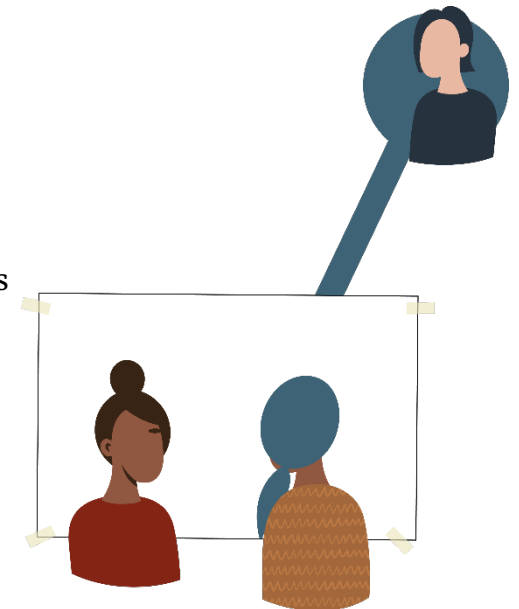
Idea & creation

1. IDEA AND KICK-OFF

- To create a network, you first need an idea.
- Work out the interests of the participants, motives and the available resources (financial as well as human).
- Do this through brainstorming, network research, consultation and exchange.

2. DEVELOPMENT OF COOPERATIONS

- The development of cooperations takes time.
 - The more precisely you know your needs, the easier it will be to search specifically for partners -formulate partner profiles.
 - Hold personal talks with associations, chambers, other networks, etc.
- Look for cooperation partners you trust.
 - Clarify financial aspects in advance.
 - Advertising media (flyers, online ads, LinkedIn groups) help to draw attention to yourself.



THE DEVELOPMENT OF NETWORKS

Constitution, working period & evaluation

3. CONSTITUTION OF THE NETWORK

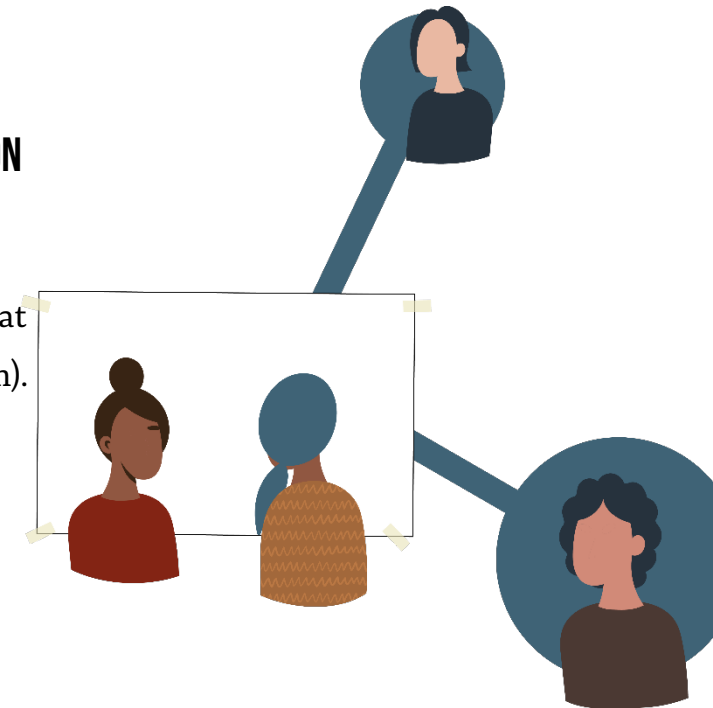
- The foundation of the network takes place internally (identity) and externally (public appearance).
- Agree on common goals, structures, rules and a common mission statement.
- Foundation can take place through a kick-off meeting, an official event or continuously.

4. WORK PERIOD

- Collaborate to achieve common goals.
- Collaboration includes, among other things, the coordination and development of teams, efficient communication, conflict and project management and mutual trust.
- Our toolkit supports you with that.

5. EVALUATION OF THE COOPERATION

- Regular evaluation and reflection can indicate crises at an early stage (and avert them).
- This optimises cooperation, member satisfaction and quality of work.



THE DEVELOPMENT OF NETWORKS

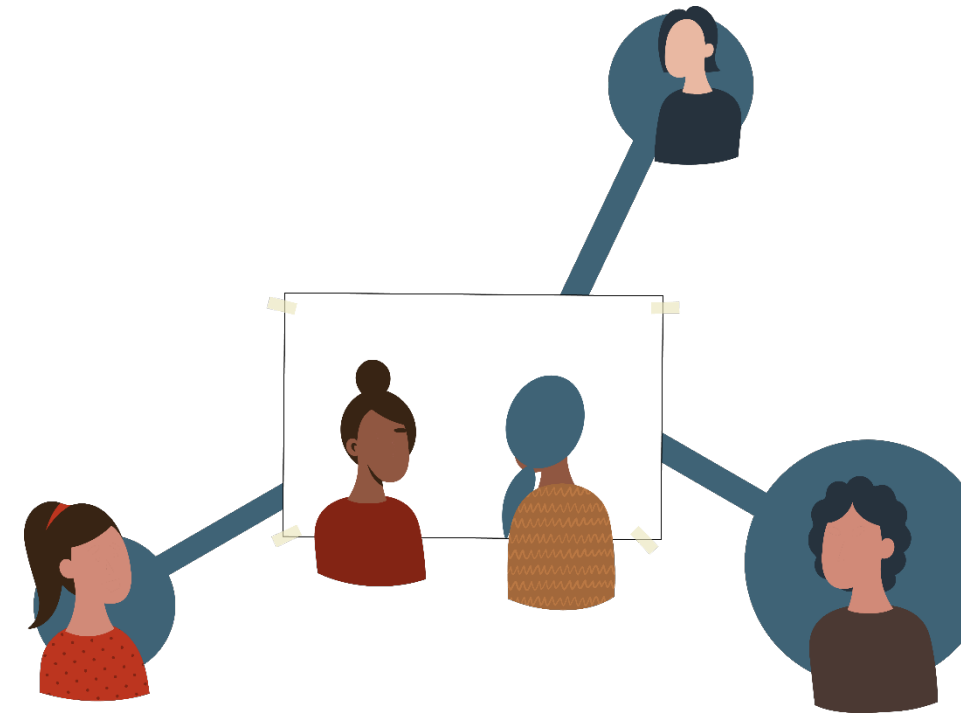
Metamorphoses & conclusion

6. METAMORPHOSES

- After the evaluation, it may be necessary to adjust goals, tasks, processes, and structures.
- Our tools (see next slide) can be helpful here.

7. CONCLUSION

- There are many reasons for the end of a cooperation.
- Regardless of this, the end should be respectful and formally documented.
- A joint evaluation (workshop, discussions) can be useful to collect "lessons learned" for the future.



THE FOLLOWING TOOLS CAN SUPPORT YOU:

Planning card game

A planning card game is a technique for groups to estimate the time needed for work tasks in a playful and dynamic way. As it says, this game is based on a card game.

Team of Teams

Team of Teams is particularly suited to building a flexible organisation that can quickly manage itself internally. This method requires trust, a common goal, and strong team bonds but promotes exactly these things.

LinkedIn Groups

LinkedIn Groups provide a place for projects, networks and initiatives and people with similar interests to share their insights and experiences, ask for advice and make valuable connections.

THE FOLLOWING TOOLS CAN SUPPORT YOU:

Standup

A Standup enables a team to react more flexibly to developments and to identify hurdles in good time.

Big Room Planning

Big Room Planning describes a planning meeting of many teams at the same time and place. This makes it suitable for tackling a project in a network.



REFERENCES AND FURTHER READING:

Interesting insights:

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