



## MODULE

# COLLECTIVES AND NETWORKING COMPETENCE

## Unit 2 | Activity 1 Network overview grid



15min



- Pen and blank paper
- Printer (optional)
- Coloured pens/pencils (optional)
- List of contacts
- Access to internet

## DESCRIPTION

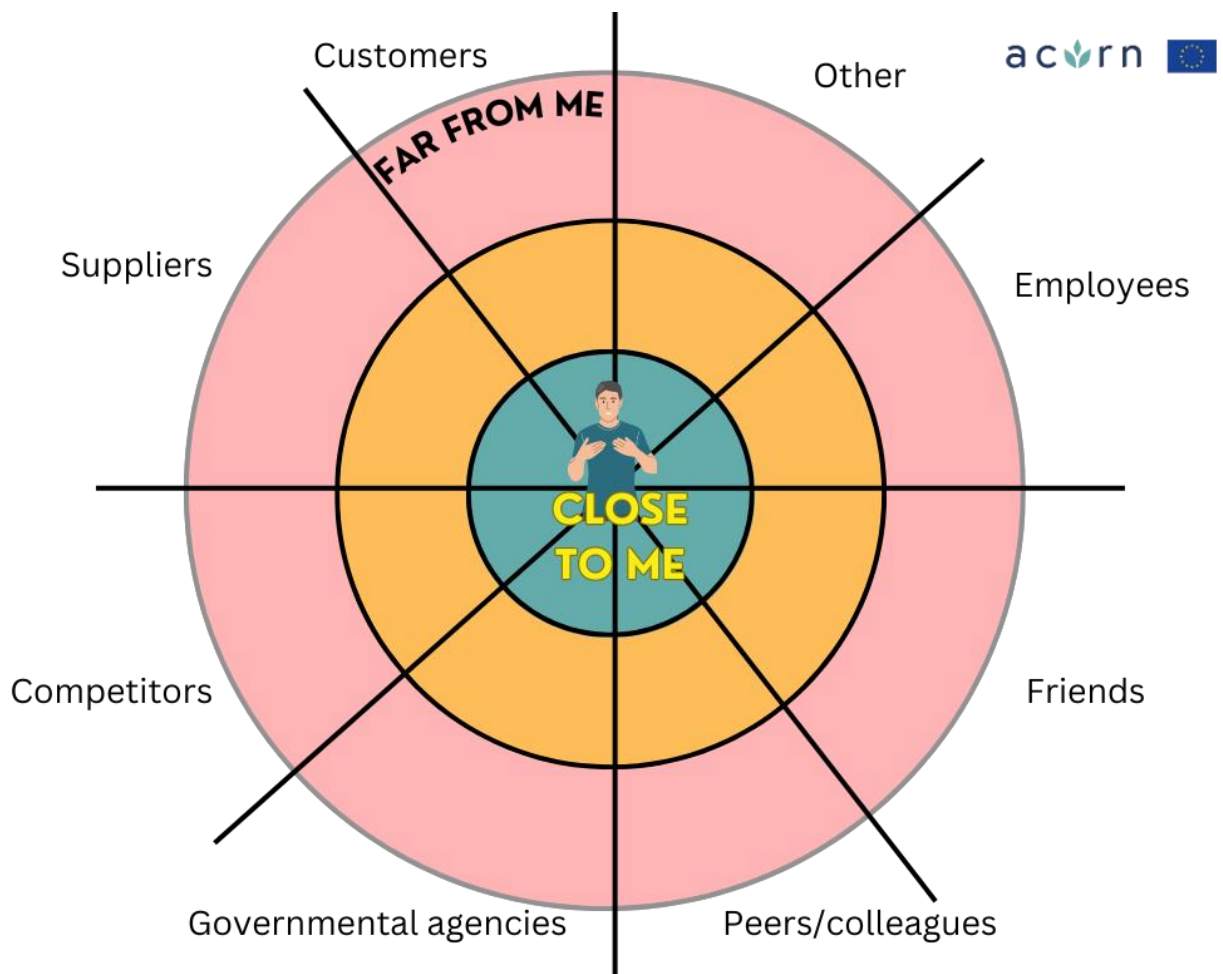
Here you will find out who is already in your network, and how you can uncover other networking opportunities to help further strengthen your business and make what you do more efficient and sustainable.

# THE ACTIVITY

Print the Network Circle diagram or draw a bull's eye circle, similar to the diagram on a piece of paper.

The diagram illustrates the people who are around you. The red area illustrates people who are “far from me”, i.e., people that I have little to no interaction with. The middle area in orange is the people with whom you have little to moderate interaction with. And finally, the middle area is for people “close to me” i.e., with whom you have a close connection, and often interact. Write the name of the person or customer/business name in the bull's eye, depending on how close to or far away from you they are.

First you will need to make a list of all the people/businesses/organisations/companies that are in your network, or that you think you could get into your network if you needed to. You can use your social media friend list, or perhaps your contacts in your phone, to help start the brainstorm.



*Illustration of Networking circle to be filled out during activity - developed by Coneqt.dk, inspired by Aodheen O'Donnell (2004)*

**Now that you have made the list of people in your network, think**

- Which Network Actor category does each of them fit in with?
- And, how close to you are they?
  - *I.e., Do you seek out their help/collaboration on a regular basis and vice versa, or are you rarely in contact?*

**Write the names of these Network Actors in your bull's eye diagram.**

**Now take a step back and look at the diagram that you have filled. Ask yourself these questions:**

- Who is helping you and who is taking up unnecessary time?
- Are there any gaps in your diagram, where you need to expand your Network Actors?
- What can you do to fill out or correct these gaps?

**Make the changes in your mind:**

- Who do you need to spend less time on, to make space for more efficient use of your Networking efforts?
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Make a note or use a coloured pen to draw an arrow to those networks you would like to move further away or closer to you.

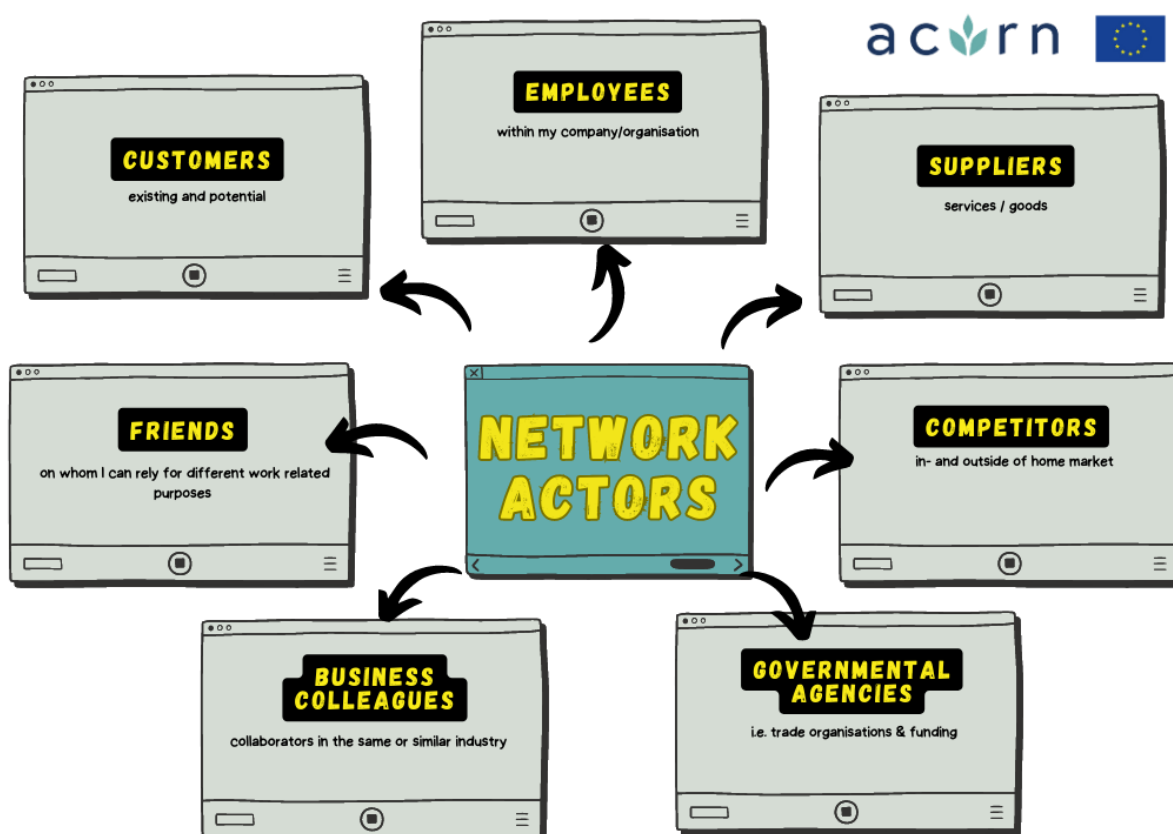
# THE THEORY

There are many people around us, who do a lot to help us, and that we in return can help out. By actively focusing on who is around, and how we can help each other, we can help to strengthen our own business. Especially if you are not financially ready to take on a lot of employees.

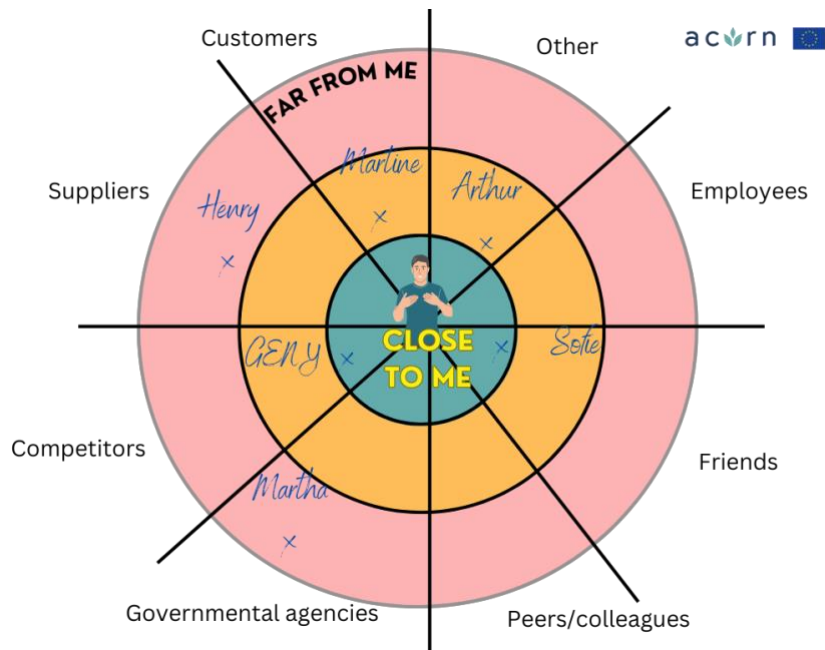
Instead of doing everything yourself, let's look at what kind of networks we might have access to.

We will focus on the following categories of **Network Actors**

1. Customers (existing and potential)
2. Suppliers (providing services and/or goods - existing and potential)
3. Competitors (in- and outside of home market)
4. Governmental Agencies (i.e., trade organisations)
5. Business Colleagues (collaborators in the same or similar industry)
6. Friends (on whom I can rely for different work-related purposes)
7. Employees (within my company/organisation)
8. Others (in case there is a need for flexibility)



Example of a filled network diagram



## Developed by our organizations

