



## Organizational Network Analysis

### LEARNING OBJECTIVE:

- Learn to run your own Organizational Network Analysis.
- Understand how you can collect the data required for ONA.
- Understand the ethical considerations for conducting ONA.
- Learn how ONA helps you visualize human capital within your organization.
- Understand how to generate insights on both an individual level, as well as an organizational level from ONA.
- Learn to visualize insights gathered from ONA.

### WHAT YOU WILL LEARN:

#### MODULE 1: THE BUSINESS CASE & NETWORK BASICS

##### ► 1: Introduction to ONA

- Describe several business cases for ONA
- Understand how ONA can help your organization
- Explain the various domains of ONA

##### ► 2: What is a Network?

- Understand how a network under study may differ from a real network
- Explain how there isn't just one organizational network
- Describe how you should use ONA correctly

##### ► 3: Optimizing the Network

- Understand how there is no clear ideal network
- Describe how existing research can help you in ONA
- Explain how you can use benchmarks



## MODULE 2: ALGORITHMS IN ONA

### ► 4: The Foundation

- Understand the business case behind ONA
- Describe the ethical considerations behind ONA
- Explain how you should approach each ONA from a business- and ethical standpoint

### ► 5: The Process

- Understand how you can conduct an ONA in-house
- Explain how communicating ONA is vital to its success
- Describe the ways you can conduct an ONA

### ► 6: Data Collection

- Explain how attribute- and network data are recorded differently
- Describe how you can collect data
- Understand the implications behind collecting data

### ► 7: Using Questionnaires

- Understand how you should setup a questionnaire
- Explain how you can derive the most value for ONA
- Describe several questions for questionnaires

## MODULE 3: VOICE OF THE EMPLOYEE

### ► 8: Organizing the Data

- Explain how you should prepare the data
- Describe how you can minimize missing data
- Understand how complementary data can increase the value derived by ONA

### ► 9: Basic Analyses: Individual Level

- Understand how you can define individuals
- Describe how you can look at immediate ego networks
- Explain how you should analyze indirect ego networks



## ► 10: Basic Analyses: Whole Network & Groups

- Describe how you can look at changes in structure
- Understand how you should define groups
- Explain how you can analyze the whole network

## MODULE 4: INSIGHTS & VISUALIZATION

### ► 11: Organizational Insights

- Explain common pitfalls with organizational insights
- Describe in what way you have to look at the analyses
- Understand how you should frame insights

### ► 12: Individual Insights

- Understand the ethical concerns of providing insights to individuals
- Describe how you can create individual insights
- Explain the bigger picture behind individual insights

### ► 13: Visualization

- Describe how you can make network graphics
- Understand what other visualizations could be used to visualize networks
- Explain the dangers of network graphics

### ► 14: Summary and Next Steps

- Describe how you can run an ONA
- Understand the key points behind ONA
- Explain the next steps that you can take