PARTNER Method

Network Strategy Guide

Visible Network Labs

Network Strategy Guide extract taken from the PARTNER Playbook

Learn more at www.visiblenetworklabs.com

HOW TO USE THIS DECK

This deck focuses on step 2 of our proven PARTNER method. It provides context for how to use the accompanying strategy worksheet.

Step 1: Download the network strategy worksheet HERE - This is a companion document.

Step 2: Go through this deck step by step and follow along with the worksheet

Step 3: Watch our recorded webinars (see last slide) for a more context.

Who is the audience for this deck?

Use this deck with your leadership team or your whole network. The goal is to understand the network's current strategy and compare that to members' vision of your ideal future network strategy.
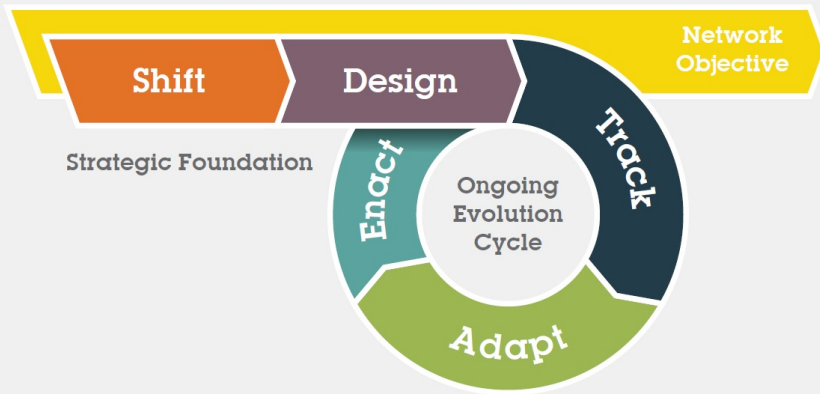
The PARTNER Methodology
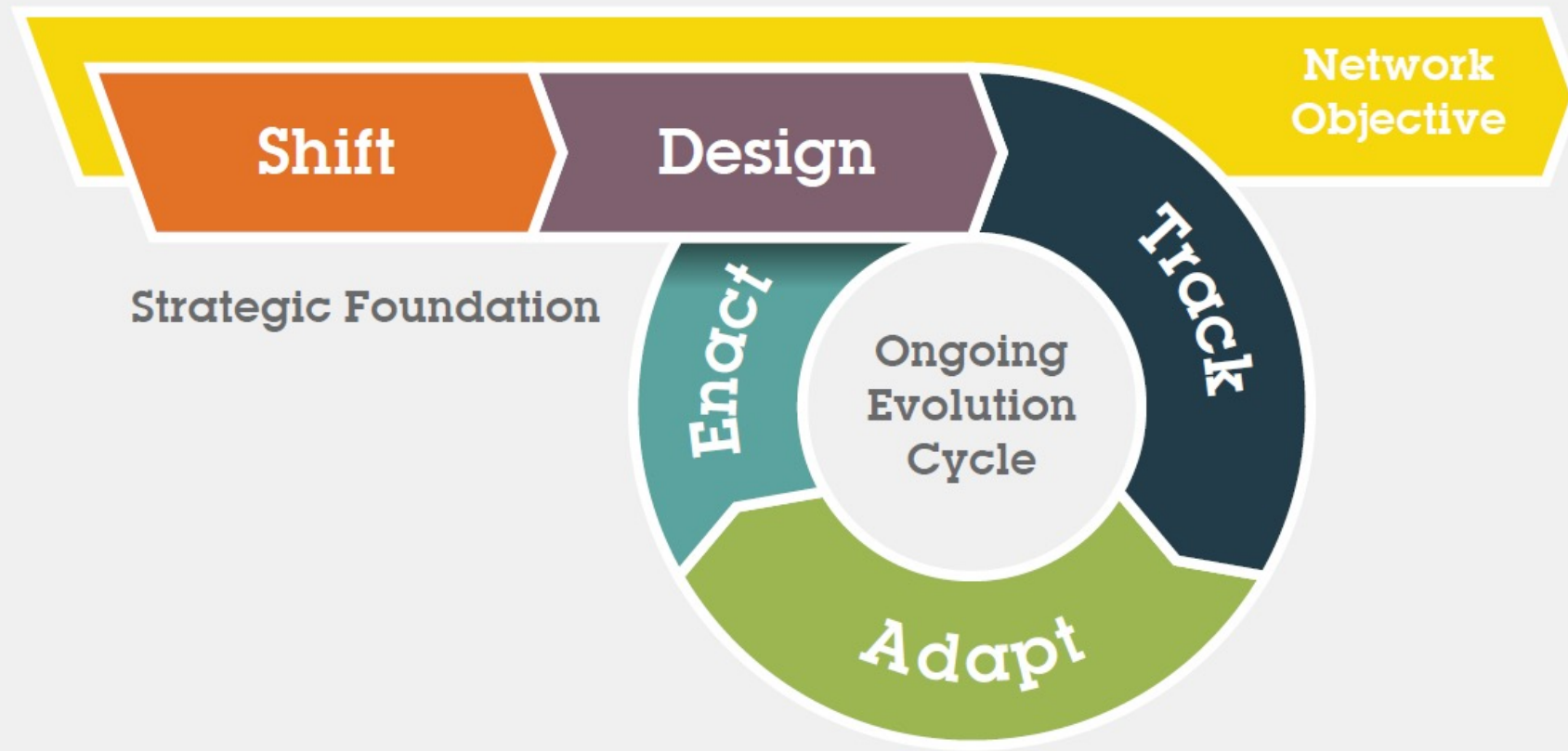
What is the PARTNER Method?

The PARTNER Methodology helps shift mindsets to view partnerships and collaboration with a network science lens. It shapes a network strategy and tracks the network of partners over time.

PARTNER Method allows organizations to continually adapt their strategy and enact changes to improve the collaborative process and reach the network objectives.

PARTNER Method has 5 core steps

The PARTNER Method is built around five core elements. Together these elements help develop an intentional data-driven network strategy.

1. Shift to a Network Science Mindset

Explore alternatives to the more is better concept.

2. Design an Intentional Network Strategy

Set benchmarks for where things are and where they should be.

3. Track Collect and Analyze Data

Focus on the metrics and features you need to ensure that the data collected can inform your strategy.

## 4. Adapt the Strategy Based on Data Insight

Develop a learning plan that includes a protocol for review and digestion of the data coming in, an agreed-upon method for adapting the strategy, a template to use for assessing status of strategy, dissemination and communication to stakeholders.

5. Enact the Updated Strategy

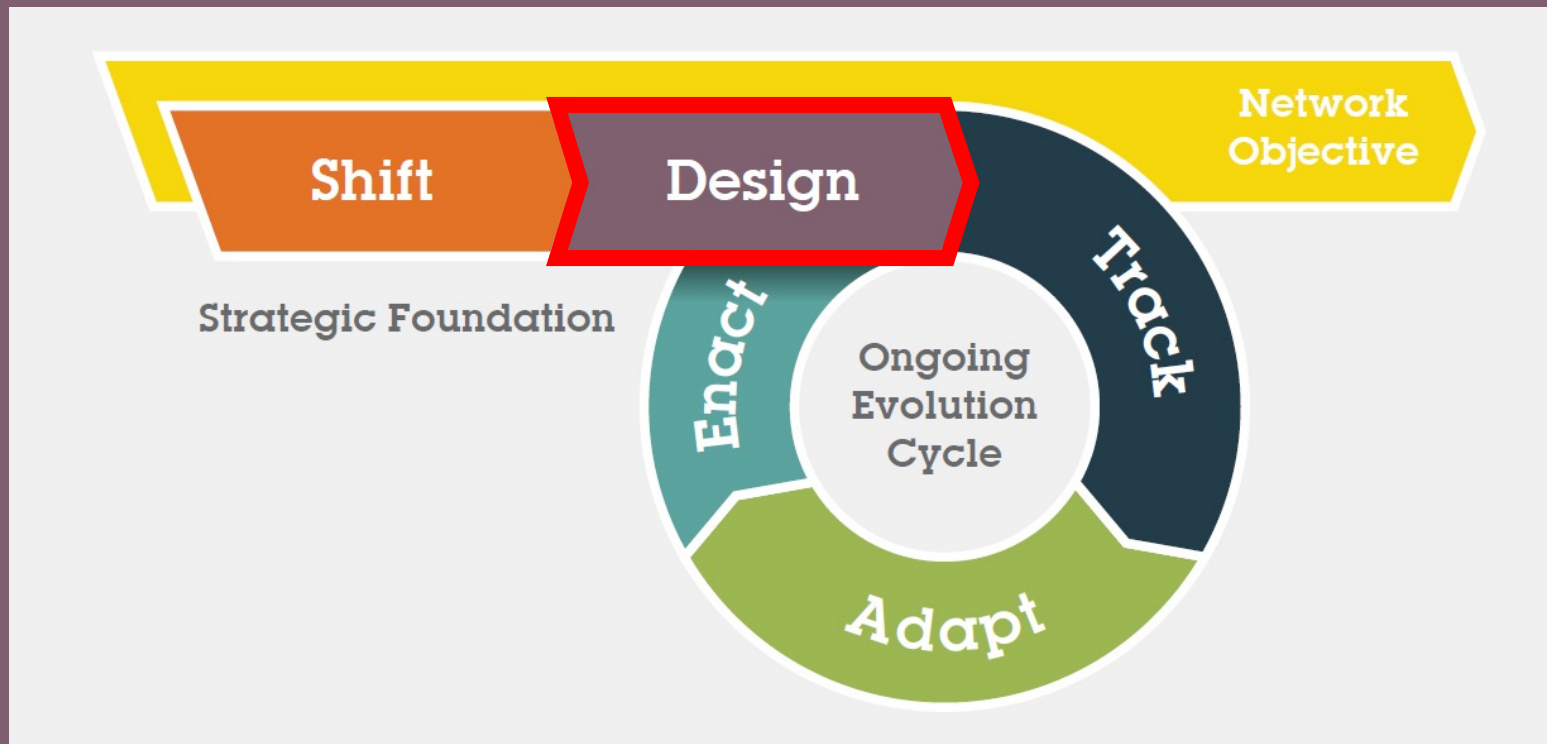Translate the data to practice

Step 1
Shift to a Network Science Mindset
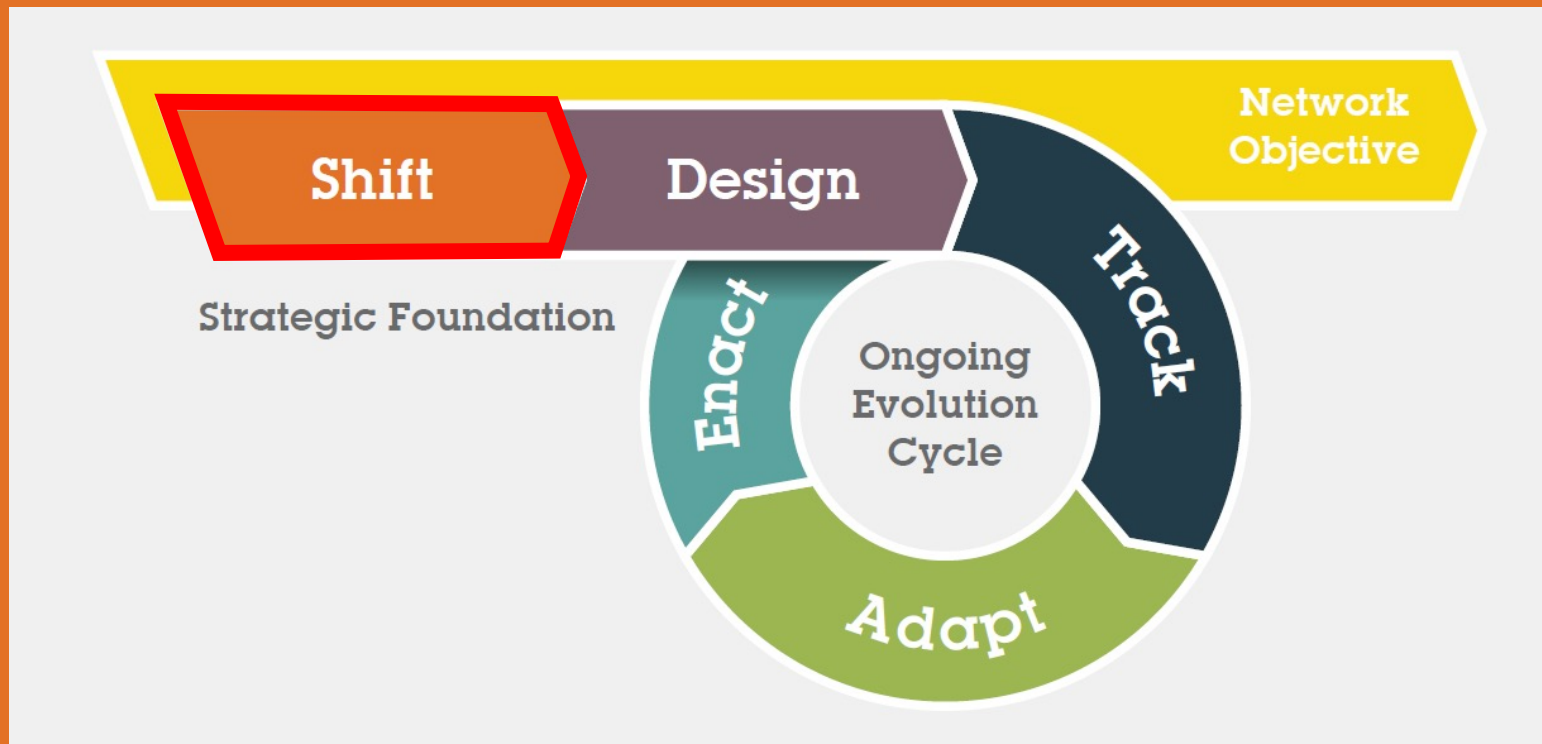
Fewer connections, thoughtfully selected to maximize bridging ties might bring the same collaborative advantage with fewer needed resources.

Step 2
Design an Intentional Network Strategy

The Dimensions

Type	Purpose	Membership	Outcomes
Governance	Stage	Lifecycle	Management
Structure & Quantity of interactions	Diversity, Equity & Inclusion	Assessment, Evaluation& Learning	

What type of network is it?

A single organization can be involved in multiple types of networks.

Types of Networks

- Social Impact
- Cohort
- Community of Practice
- Association/ Membership Organization
- Alliance/ Coalition
- Regenerative

What is the primary purpose of the network?

Multiple choices
may apply

Common network purposes

- Share
- Discover
- Develop
- Deliver
- Scale

Let's talk about the membership

Who are the members of the network?

What is the level of turnover within the network membership?

What is the expectation of the network member's participation?

How is membership decided?
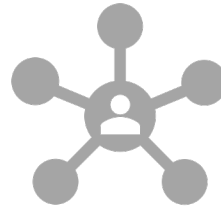
What roles are members assigned / expected to play?

What resources are members expected to contribute?

Focusing on outcomes

What outcomes are the network working towards successfully?

How is the network working towards achieving its goals/outcomes?

What contributes to network success?

What is the intended lifecycle of the network?

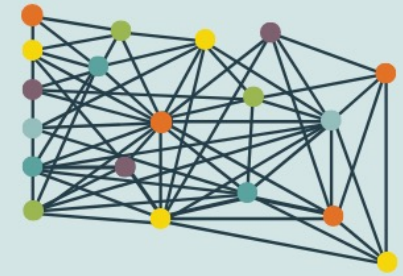How a network forms, grows and moves beyond a "more is better" strategy

Stage 1: Getting Together

Most networks form with a core group and connect with those they already know or work with. In this stage, we're reaching out, creating norms, and getting together.

Stage 2: Expanding to All

Once the network has formed, we usually think about who isn't at the table. We then invite them - hoping it will bring a collaborative advantage and all the good that comes with it.

Stage 3: Creating More Ties

Most of us intuitively believe more collaboration is better. That often becomes our strategy. Members are expected to show up and participate. More partners, more connections, more meetings... most networks get stuck in this stage.

Stage 4: Using A Network Science Strategy

Some networks undergo a shift in strategy using the PARTNER Method. They create as few ties as possible to achieve the same collaborative advantage. Partners have clearly defined roles, and are organized in sub-groups. This shift can be transformative!
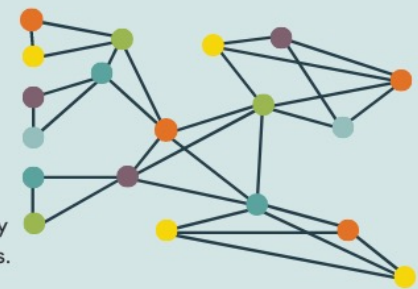
What stage of development is the network in currently?
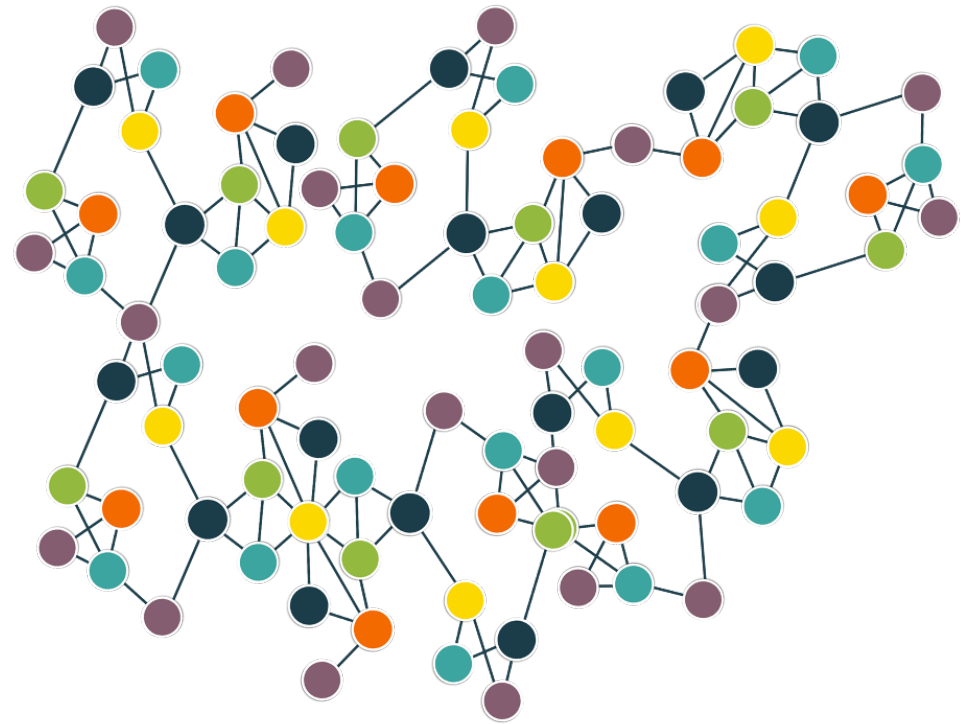
Catalyzing

Launching

Organizing

Performing & Adapting

Transitioning or Transforming

Ending

How is the network managed?

How is the network facilitated?
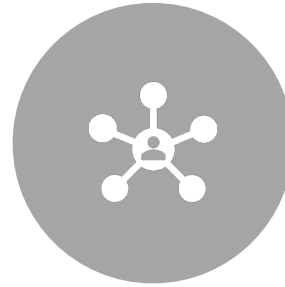
What is the communication structure/ flow?

How is conflict managed in a network?

How are challenges and opportunities managed in the network?

How do you ensure the network is diverse, equitable, and inclusive to all?

Does your network have a clear definition of diversity, equity, and / or inclusion?

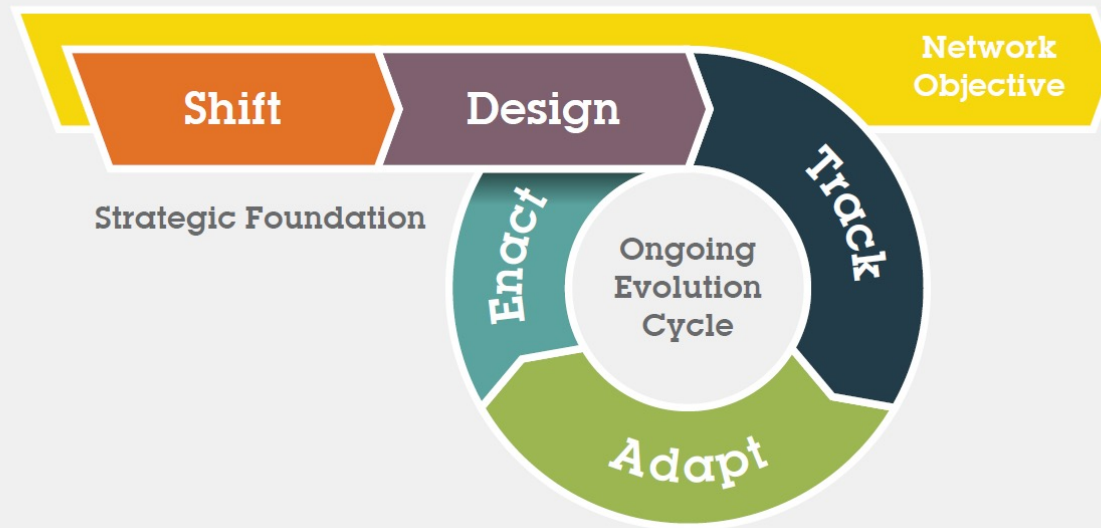Are the systems in place to address the diversity, equity and inclusion in the network?

How do you assess, evaluate and learn?

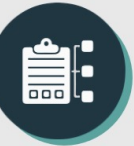What are the outcomes upon which the network is measuring its impact?

How is it being tracked?
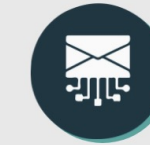
PARTNER Method + PARTNER Platform

We have recorded webinars to help guide you!

Our very own Dr. Danielle Varda has recorded webinars in the past that have gone through step by step of this methodology. These videos from the 2020 Network Leadership Training Academy walk you through the main four steps of the Method.

1. Designing your network strategy

2. Tracking your network strategy

3. Collecting data to inform strategy

4. Translating network data into insight for your strategy