

Netmapping

Organizational interactions analysis

Netmapping is..

A tool to analyse the communication flow between individuals who constitute an organization

A way to know the real flow of information within organizations and to assess the operational efficiency or inefficiency of individuals



Why to use Netmapping (1)



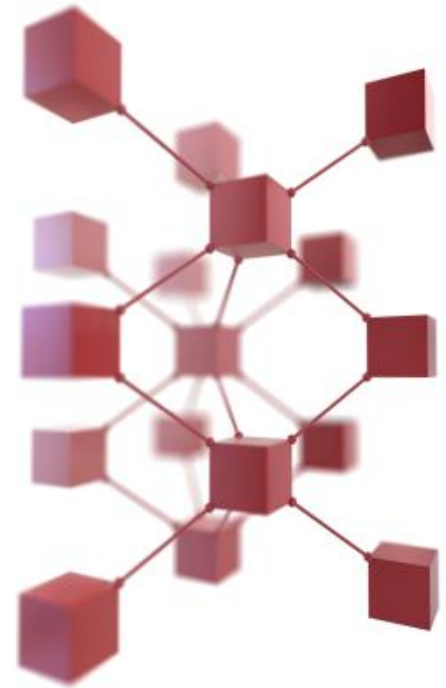
Relations systems that grow inside an organization are built up by persons who live in it and who chose

With who, how much and what they communicate

Why to use Netmapping (2)

The re-constitution of relations could not be carried on by administrative decisions taken by a central authority as the grades, but it's the result of decisions and actions that are set by independent actors

Every organization could be represented as a net of individuals who are able to modify by their own initiative the formal architecture given by the organization chart



Why to use Netmapping (3)

It seems fundamental to describe the relations between the different units of a single organization



These relations are
Organizational interactions

Organizational Interactions (1)

Beyond the structural and institutional form, the analysis of interactions set up between individuals is the most relevant aspect of every organizational analysis.
That is because:

All organizations are social networks and therefore they need to be analysed as networks

Individual actions can be better understood if every person is connected with his position within a relation network

Relations networks influence actions and in turn they are influenced by them. Nets are constantly rebuilt, reproduced and modified as the result of actions made by people who are involved

Organizational Interactions (2)

Adopting the relations generated by the continuous interaction of individuals as a driver for our analysis means to point out:

- ➡ The real informations flow within the organization, and therefore:
- ➡ Effective (or ineffective) individual practices

The questionnaire (1)

POINTS OUT

The **organizational relations actually implemented**, ie the structural characteristics of the network

The **kind of relation**, namely the intensity, frequency, reciprocity and the importance assigned to it

The **transactional content**, or what circulates through the relations

The **way to communicate** desired by people but non-existent

The questionnaire (2)

Administred to all staff, it's highly involving

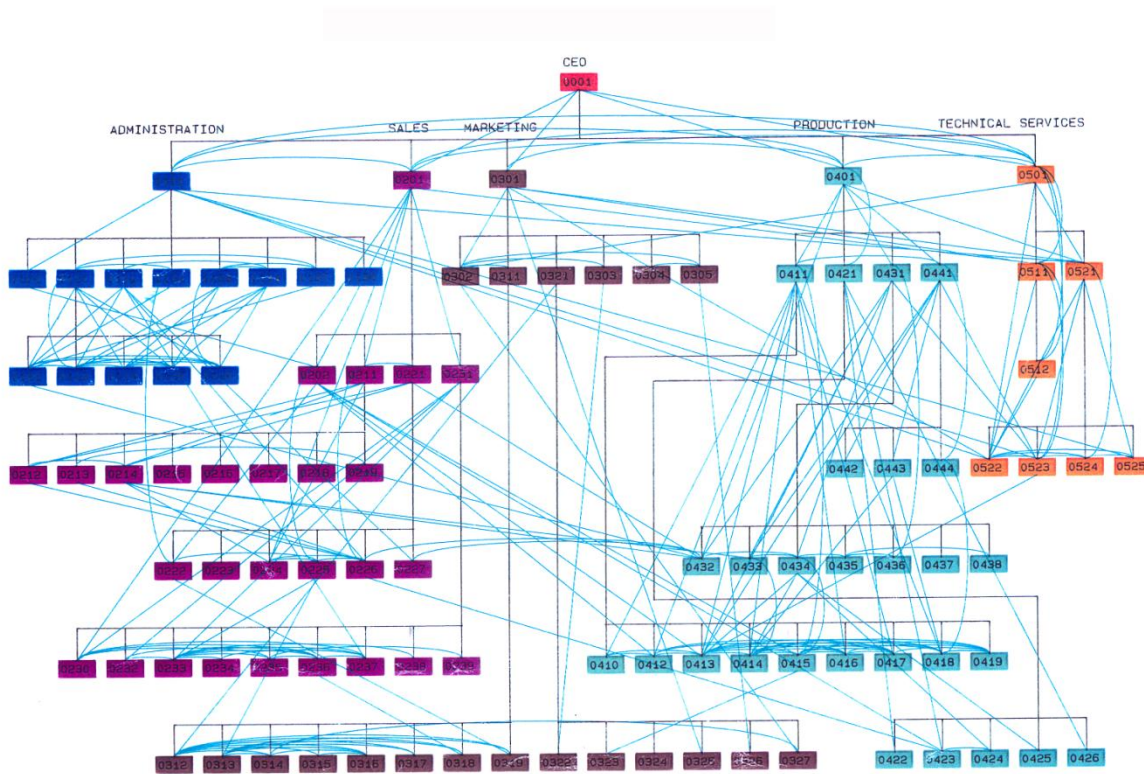
It's easy to complete

It can be filled in on-line

It permits to save time and costs

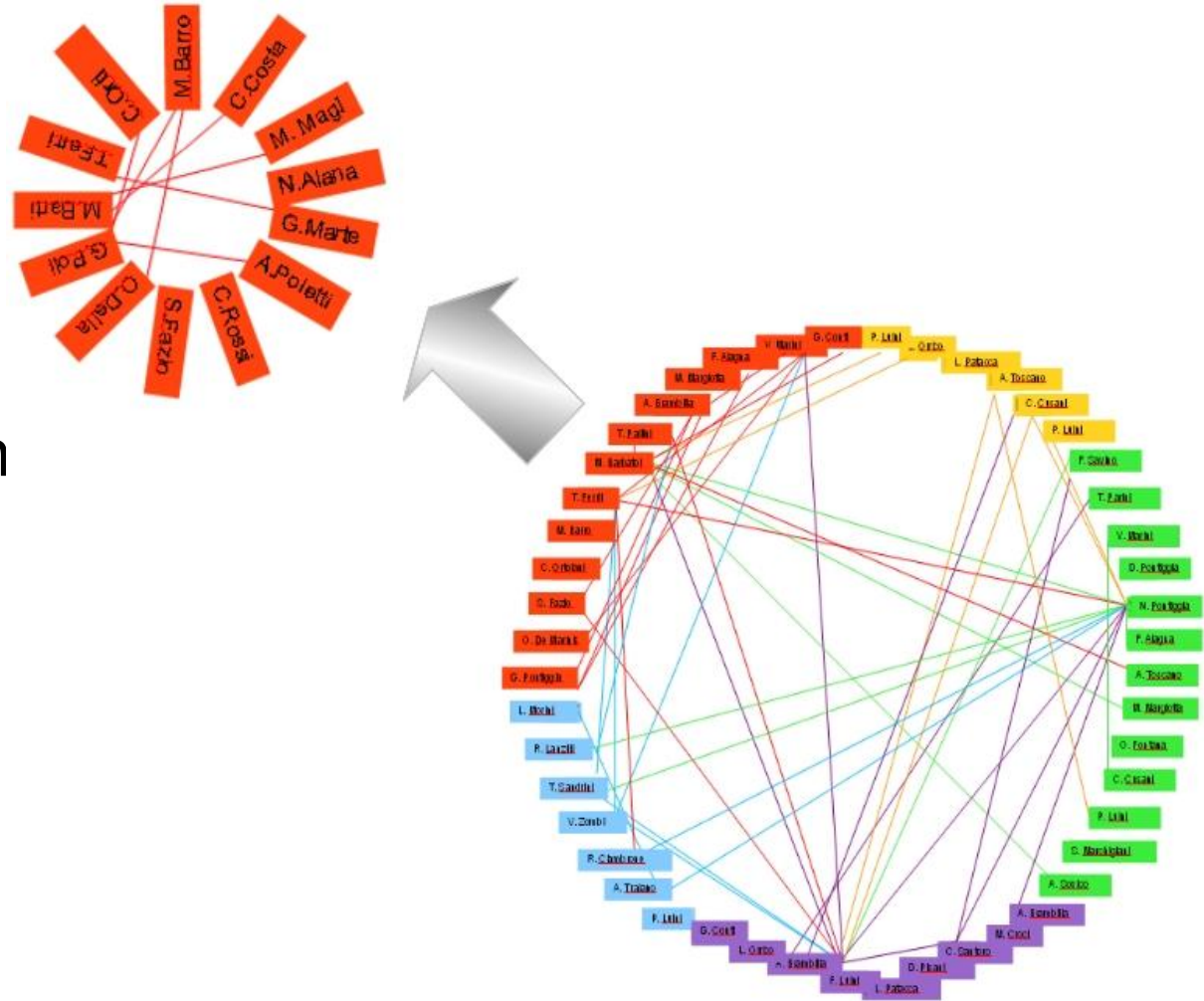
His outputs are simple and easy to understand

Usual network representation



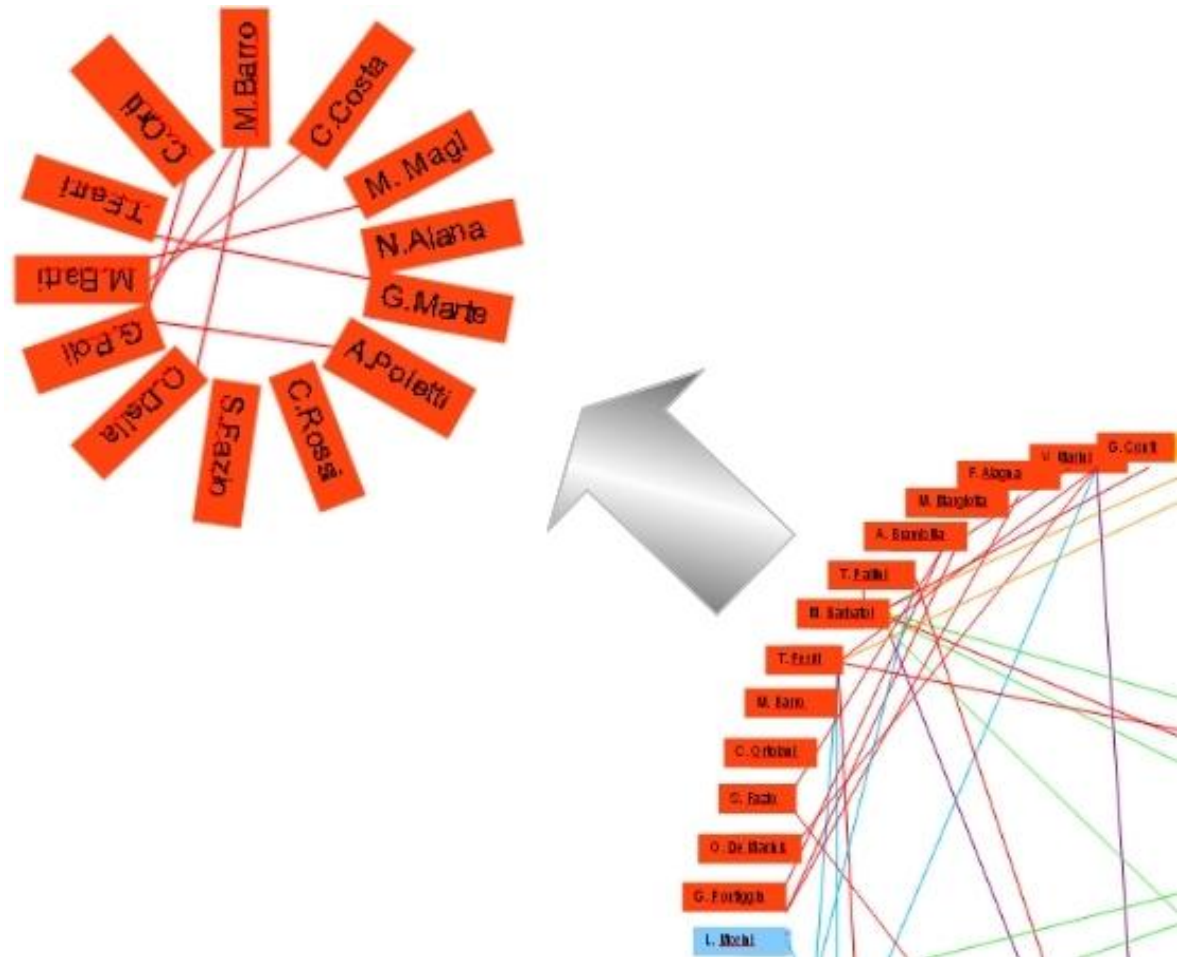
Netmapping output

System of relations and communications at the corporate level and within individual nodes



Netmapping output (detail)

System of relations and communications at the corporate level and within individual nodes



Netmapping value



EFFICIENCY

Providing in a few weeks a framework of organizational issues related to the strategic choices of a complex organisation

MOTIVATION

Managers involved in Netmapping are encouraged to start key organizational changes and motivation is the only way to realize them