

How to Create a Social Transformation Network

and what to do with it

A Social Transformation Network *is an idea*

Here is one expression:

“The key to ending poverty is to create a global network of connections that reach from impoverished communities to the very centers of world power and back again.”

Jeffrey Sachs, UN Millennium Development Goals Advisor,
from The End of Poverty.

But it already exists.

How many care about the state of their societies, and the state of the world, and are already contributing, in organizations and groups and as individuals?

Hundreds of millions.

They care about...

Peace

Human Development

Happiness

They care about...

Clean water

Clean skies

Freedom from disease
and hunger

equal opportunity

sustainability

economic development

bottom billion

holistic thinking

human development

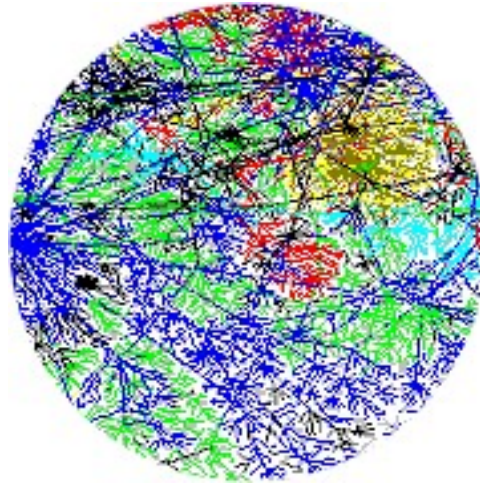
tolerance

Millennium Development Goals

celebration and *use* of diversity

collective intelligence

The world is networked like never before.



There are networks for everything.

They are good, bad, playful, serious, profit-seeking, and non, and many trying to make a difference.

The Social Transformation Network

- is a global network of personal connections
- that weaves together tens of thousands of civil sector organizations and grant givers
- and millions of social entrepreneurs, consultants, donors, and volunteers – in every country and city.

Trusted personal connections,
the currency of social capital,

- are essential whenever funding, expertise, and any kinds of high-value commitments are needed.

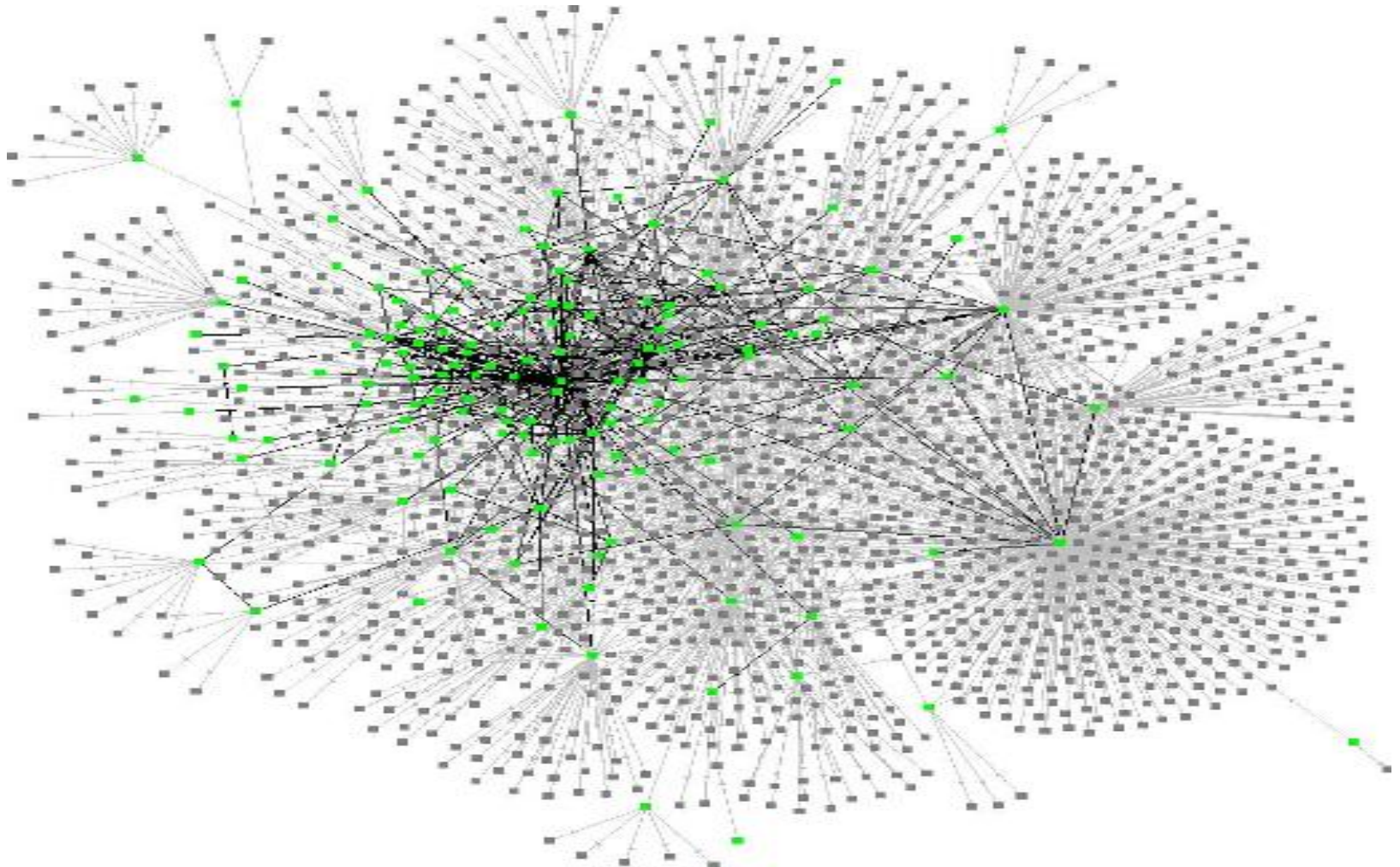
The Social Transformation Network
exists,

but it is mostly invisible
to any single person or organization
in the network.

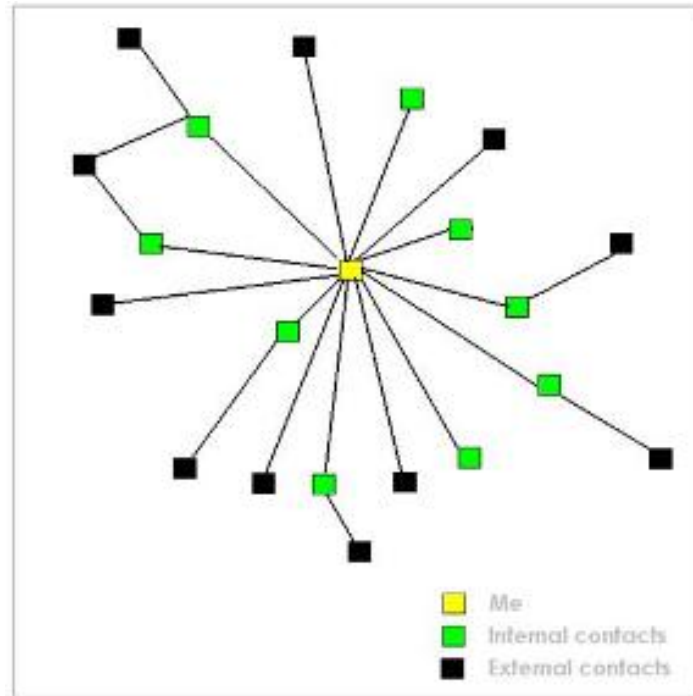
The network of a typical organization looks like this



An actual map of the personal connections in the organization's network looks more like this:



But what any one person in the network can see and use looks more like this:



Even in a medium-sized organization the number of ***trusted*** personal connections of core members includes

- hundreds of thousands of people out 2 degrees (contacts of contacts).
- and a few million out just 3 degrees.

- Using traditional tools it is impossible to manage and use a global network of millions of connections.
- It *is* possible with widespread participation in a Web-enabled professional social network,
- If the network can enable accurate searches and introductions out 2+ degrees.

How can this network be used?

First Example:

Social entrepreneur looking for funding:

Use trusted connections to funding sources to

- Learn which funding sources are most worth pursuing.
- Get an introduction trusted by the funding source.

How can this network be used?

Second Example:

Hiring a new executive or consultant:

- Use trusted connections to recommend candidates
- Use trusted network to reference check best candidates.

How can this network be used?

Generic Examples:

- Finding and evaluating corporate sponsors.
- Building bridges to and between potential partners.
- Finding and mobilizing people with influence.
- Identifying and evaluating cross-boundary project team members.
- Building better PR & press relations.
- Managing alumni.
- Support for business development & entrepreneurship.

Access to a bigger & more complete trusted network means:

- Having better options to choose from.
- Freeing up scarce time.
- Achieving a more accurate fit to the need
- And in many cases, making the difference between success and failure.

This potential can be realized when ...

the existing network becomes more visible, accessible, and *active*.

Yet, in practice only a fraction of network members need be active.

Network Roles include

1. Evangelists (2 – 5%)
2. Connectors/Hubs (2 – 5%)
3. Network Weavers (1 - 2%)
4. Active Network Members (10 - 30%)
5. Passive but responsive. (70 - 80%)

Passive members play an essential role since:

- Their expertise can be found.
- They act as connectors and gatekeepers by responding to introduction requests from direct connections.
- Though they use the network less frequently, even infrequent use can yield very high-value results.

Two Main Reasons to Participate:

- To more effectively use social capital networks to achieve your goals and help your organization succeed.
- To help the people and organizations you care about succeed.

Costs of Participation

- Minimal time is needed to get started.
- After that you participate only when useful to yourself and your network.
- The network is free for individuals & organizations to use.

Why begin with use of LinkedIn?

Although other collaborative tools can also be used, LinkedIn enables important features for social capital networks that aren't found elsewhere.

- LinkedIn is the largest professional network with 18,000,000+ users around the world.
- It instantly enables the most useful applications of extended social capital networks: expertise location & finding trusted introductions, intelligence, and influence.
- In contrast, most other social networks primarily enable applications that help members stay in touch with their direct connections, and they lack features for extended trust networks.
- LinkedIn is soon releasing robust APIs to enable integration with data and applications of private networks, plus a wide array of third-party “Open Social” apps.
- LinkedIn’s basic services will always be free.

Next steps you can take

- [Learn more](#) on our website.
- Apply to be a founding member and participant in the beta launch in early 2008.
- Apply for a free webinar for key people in your organization's network.

Contact Duncan Work
duncan@socialcap.net