

International master class led by  
**JEANNE HOLM, NASA**

**Early bird for all  
bookings up to  
7 July 2006!**

# Social Network Analysis (SNA)

*Using SNA to identify critical competency gaps and areas of growth for new opportunities*

**Tuesday & Wednesday,  
1<sup>st</sup> – 2<sup>nd</sup> August 2006, Sydney**

This highly interactive, hands-on course covers the end-to-end discussion of what social networks are, how to model and measure them, and how to derive benefit to yourself and your organisation from the power of the network. Don't be left behind in the globalisation of relationships and new opportunities for collaboration.

This master class will help you to understand this critical concept behind today's most competitive and successful companies.

## **Key benefits to attend**

By attending this two-day master class, you will:

- ❖ Gain a complete understanding of social networks as both traditional connections between people and as a part of virtual communities across the globe
- ❖ Maximise the ability of your organisation and yourself to benefit from social networks
- ❖ Enhance corporate reputation and sales through an understanding of social networks in your organisation
- ❖ Understand the theory, mathematical models, and technologies for measuring and mapping networks in your organisation
- ❖ Build a strategic and tactical plan for harnessing social networks to drive organisational learning, new opportunities and innovation



## **INTERNATIONAL MASTER CLASS LEADER**

**Jeanne Holm, Chief Knowledge Architect,  
NASA**

Jeanne Holm is the Chief Knowledge Architect at the Jet Propulsion Laboratory (JPL), California Institute of Technology. Jeanne leads NASA's Knowledge Management team and is transforming NASA into a learning organization. Jeanne is using innovative techniques to develop social networks through communities of practice and ensuring lessons are shared and embedded across the organisation.

## **Conference venue**

Harbourview Hotel, Sydney

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Day One: Tuesday, 1<sup>st</sup> August 2006

**UNDERSTANDING THE POWER OF SOCIAL NETWORKS**

- 8:30 Registration and refreshments**
- 9:00 Introduction to the class and goals of day one**
- 9:15 What is a social network?**
- ❖ Defining traditional to ego to virtual networks
  - ❖ Seeing the six degrees of separation
  - ❖ Mapping the network: Case study (Pfizer)
  - ❖ Visualising the network
- 10:30** Morning refreshments and networking
- 10:45 Measuring and mapping**
- ❖ Making the network matter for an organisation
  - ❖ Measuring the strength and integration of relationships
  - ❖ Working with mathematical models and data gathering for validation
  - ❖ Technologies for social network analysis
- 12:30** Lunch and networking
- 1:30 Defining the competitive edge**
- ❖ Identifying critical competencies and expertise within a network
  - ❖ Finding opportunities for growth and strengthening
  - ❖ Creating a *Competency Map* for your organisation: Exercise
- 3:00** Afternoon refreshments and networking
- 3:15 Understanding virtual communities**
- ❖ Defining differences in traditional social networks: Exercise (LinkedIn and Kevin Bacon)
  - ❖ Driving and harnessing the power of virtual communities
  - ❖ Learning from MySpace (Baby Boomers to Gen X to Gen M)
  - ❖ Building cross-generational, cross-cultural social networks
  - ❖ Achieving benefits through global networking: Case study (British Petroleum)
- 4:45 Summary of the day's learnings**
- 5:00 Holm happy hour!**
- Chat with Jeanne in an informal setting during a happy hour. Take this opportunity to network with your peers, discuss the issues covered through the class, and forge working relationships with other attendees.

Day Two: Wednesday, 2<sup>nd</sup> August 2006

**APPLYING SOCIAL NETWORKS TO DRIVE INNOVATION AND LEARNING**

- 8:30 Registration and refreshments**
- 9:00 Introduction to the goals of day two**
- 9:15 Using social networks to drive organisational learning**
- ❖ Identifying core competitive challenges in knowledge sharing and management: Case study (NASA)
  - ❖ Building and gathering social capital
  - ❖ Managing and protecting social capital and filling structural holes
  - ❖ The 'Social Capital Game' in action
- 10:30** Morning refreshments and networking
- 10:45 Supporting and playing the social network advantage**
- ❖ Identifying the experts, boundary spanners and hubs that make the organisation thrive
  - ❖ Strategically creating and building upon networks that will bring measurable results
  - ❖ Small world models and centrality
  - ❖ Understanding the invasion of the physicists
  - ❖ "Find the Expert": Exercise
- 12:30** Lunch and networking
- 1:30 Applications of social networks within organisations**
- ❖ Changing the way you manage to create effective social networks
  - ❖ Changing the way respond to a crisis: From the Avian Flu to the Space Shuttle Columbia to Hurricane Katrina (case studies from the U.S. government)
  - ❖ Identifying the optimum opportunities to harness networks for yourself and your organisation: Exercise
- 3:00** Afternoon refreshments and networking
- 3:15 A social network game plan**
- ❖ Building a tactical and strategic plan for maximising your personal and corporate network
- 4:45 Social network analysis summary**
- 5:00 End of master class**

**KEY DELEGATES: WHO SHOULD ATTEND?**

This master class is suitable for all levels of experience in Social Network Analysis from beginners to advanced level practitioners. Jeanne will demonstrate through practical application and strategic planning techniques, the methods she uses to create successful SNA solutions and a learning organisation. Specifically,

- ❖ **If you are a beginner**, you will get an end-to-end overview of the power of social networks in today's organisations. Starting from definitions of traditional social structures through the latest virtual communities, this course will help you strategically plan the growth of both your personal social network and that of your corporation.
- ❖ **If you are experienced** at understanding social networks, you'll appreciate seeing how to use advanced tools in mapping social networks at your organisation, identifying critical competency gaps, and identifying areas of growth for new opportunities. The case studies and hands-on exercises will help you take away practical skills to apply your theory to making a difference to your company today.
- ❖ **If you are a manager**, you will benefit from seeing the measurable results from the connections your employees have inside and outside the organisation. Most importantly, you will learn to realise new opportunities for growth and collaboration that exist today but are under-utilised. Join the successful managers who increase corporate reputation and sales through their understanding of active social networks in their organisation.



**Key Diary Dates**

**Information Management:  
Understanding & Engaging Your End-Users**

28-30 June 2006, Harbourview Hotel, North Sydney  
Features two international keynote speakers from Bank of Canada and Department of National Defence, Government of Canada. In addition, you have the opportunity to attend two post-conference workshops!

**Blogs, Wikis & RSS**

29-30 August 2006, Harbourview Hotel, North Sydney  
Features 16 speakers including Australia's top bloggers and corporate case studies covering issues from the legal ramifications to marketing and PR strategies. A great way to begin a corporate blogging strategy!

**Maintaining & Managing a  
Decentralised Intranet**

13-15 September 2006, Harbourview Hotel, North Sydney  
Features an expert speaker panel who will share their stories of managing a decentralised intranet. This is a must attend event if you are moving to this kind of set-up or manage multiple intranet sites.

**For more information on our events, please visit  
[www.keyforums.com.au](http://www.keyforums.com.au)**

**ABOUT YOUR MASTER CLASS LEADER**



**Biography**  
**Jeanne Holm**

Jeanne Holm has been a pioneer in architecting knowledge management and knowledge-based solutions throughout the U.S. government and in industry. She is the Chief Knowledge Architect at the Jet Propulsion Laboratory (JPL), California Institute of Technology. Jeanne leads NASA's Knowledge Management team, which helps to facilitate access to and reuse of the knowledge gathered over the many missions of the US space agency to support future missions and to help drive innovation.

As a lead for the award-winning NASA public and internal portals, she was at the helm of NASA's web during the largest Internet event in Government history—the landing of the Mars Exploration Rovers on the surface of Mars. As the lead implementer for technologies supporting project managers at NASA, her team's solutions are helping to drive how people will manage space missions in the future, learn virtually and share lessons learned.

Her latest activities involve the transformation of NASA into a learning organisation through innovative techniques in developing social networks through communities of practice and ensuring lessons are shared and embedded across the organisation. Jeanne chairs groups in the international aerospace community setting standards for how space missions should manage knowledge in the future, and for the US government on knowledge retention and human capital. She also serves on several international standards and conference boards, including the upcoming e-Government KM Conference.

Her bachelor's degree is from UCLA and her Master's, in the Management of Information Systems, is from Claremont Graduate University, where Jeanne is completing her dissertation on how virtual (social) networked teams utilise rapid application development methods for knowledge-based systems. Jeanne is an instructor at UCLA and Pepperdine University and her courses focus on knowledge management strategies, cross-cultural collaboration and networking on global teams, and architectures for information management.

Jeanne has been awarded numerous honors, including the NASA Exceptional Service Medal for leadership (twice), for her work on the Galileo and Voyager spacecraft, three Webby's from The International Academy of Digital Arts and Sciences, Competia's 2003 Champion of the Year, and a best practice from the APQC for "Using Knowledge Management to Drive Innovation".

