



Network Building for Social Change

Network Basics

CO-SPONSORS



The background of the slide features a light blue gradient with several translucent jellyfish floating in the water. The jellyfish are depicted in various sizes and positions, with their tentacles trailing behind them, creating a sense of movement. The overall aesthetic is clean and modern, with a focus on the blue color palette.

A NEW CULTURE

“ The degree to which a movement will actually reshape society often hinges on the real time practices of that movement—the way the people in that movement individually and collectively embody the core values and new culture at the heart of the movement.

— Movement Strategy Center

We envision a future

where all children experience
a meaningful daily connection
to nature.



We believe a network approach

— a new way of working together —
will accelerate a change in our society
and culture, bringing nature back into
our everyday lives as individuals,
families, and communities.



Our work is also grounded in research by Jane Wei-Skillern and four principles of collaboration success:

- Trust not control
- Humility not brand
- Node not hub
- Mission not organization

CREATING A NEW CULTURE

“ What we need most is self-replicating cultural change. That happens when individuals, families or small groups of people take the kinds of actions so enticing that other people want to replicate them.

— Richard Louv



A Network Approach to Social Change

A DIFFERENT WAY OF LIVING AND WORKING IN THE WORLD


Through networks,

we have the potential to change
how we live and work in this
world – a new form of being
aligned with nature.





In nature,
everything is
related and
works together.

A pair of hands, palms up, holds a small, green, pine-like plant. The plant has several clusters of long, thin, green needles. The hands are light-skinned and are positioned in the center of the frame. The background is a blurred green, suggesting a natural outdoor setting. The text is overlaid on the plant and hands.

To connect children
with nature, we *all* need
to interact like nature:
collaborating as diverse
peers in a web
of support.

THAT CALLS FOR TRANSFORMATION

From
hierarchy

to
peers

THAT CALLS FOR TRANSFORMATION

From
conformity

to
appreciation of difference

THAT CALLS FOR TRANSFORMATION

From
control

to
a web of support

Each of these shifts

is accelerated by a network approach.



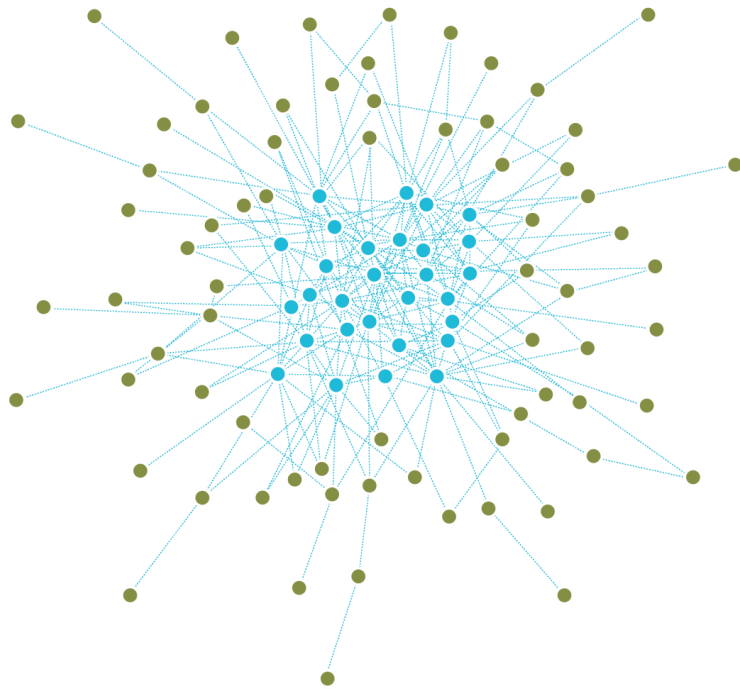
Organizational Approach

- Useful for simple problems
- Leaders direct action
- Planning and goals
- Individual & committee work
- Agreement needed

Network Approach

- Useful for complex problems
- Leaders encourage others to initiate and act
- Lots of innovation, experimentation and learning
- People work on collaborative projects they care about
- Agreement not needed to act

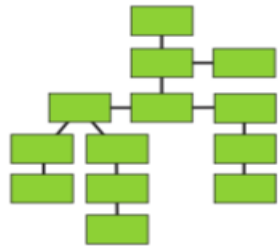
Networks



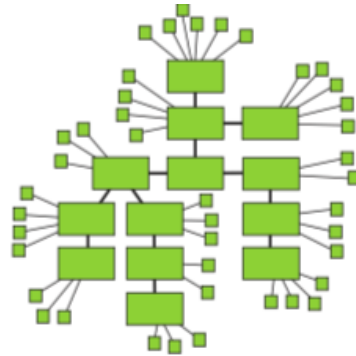
are sets of relationships and the patterns they create that influence the quality of communication and the likelihood of collaboration and innovation.

NETWORK TYPES: FORM FOLLOWS FUNCTION

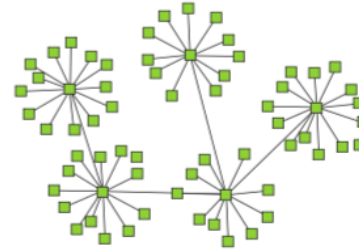
Centralized



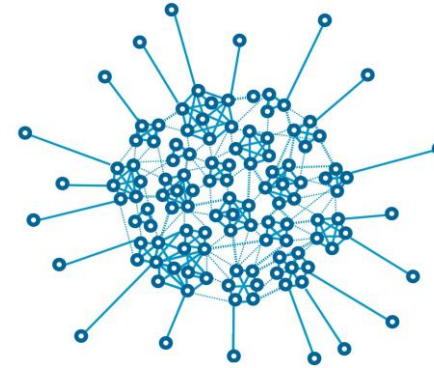
Networks
embedded within
and between
organizations



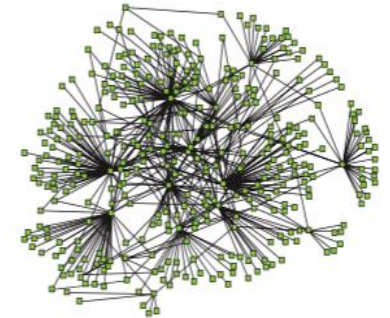
Membership
organizations



Multi-hub
networks –
affiliate models



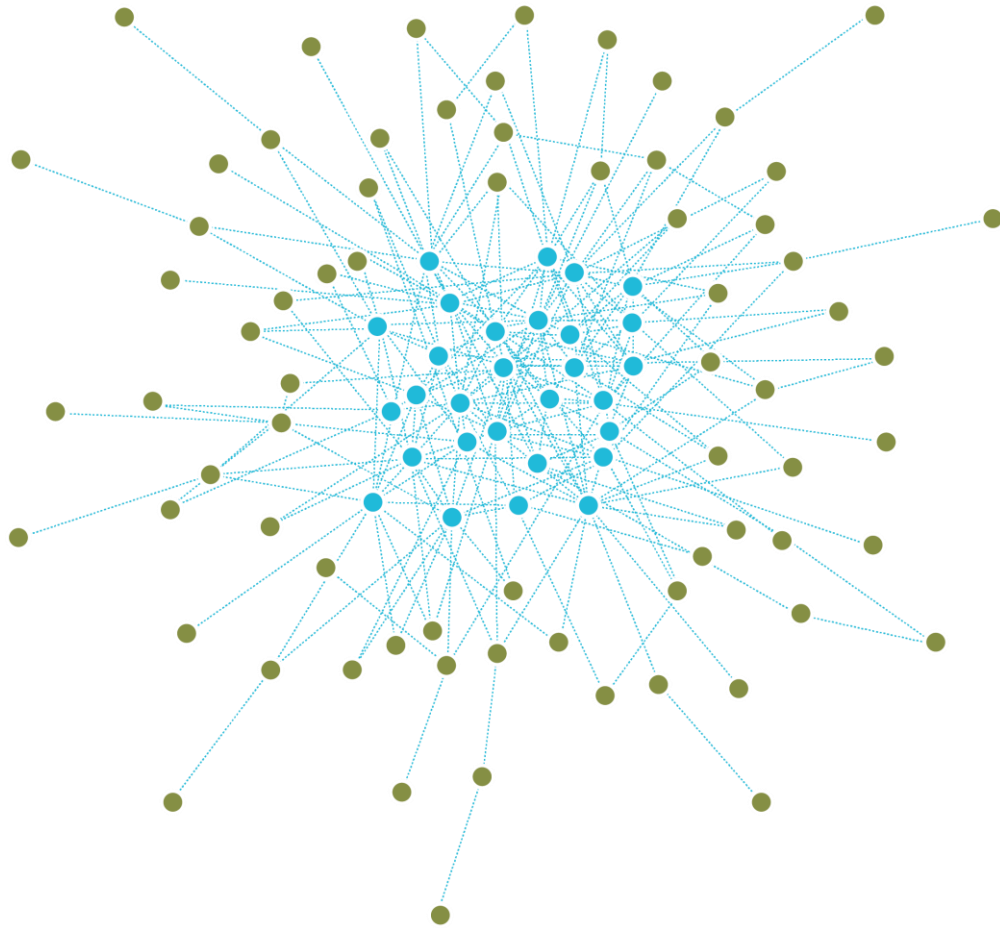
Intentional
networks



Networks
of networks

Decentralized

INTENTIONAL SOCIAL NETWORK



- Decentralized Core to Expand Leadership & Diversity
- Overlapping Clusters of Action
- Strong Periphery for New Ideas & Expansion

QUESTIONS



What questions
do you have
about a network
approach?

What kinds of
networks are
you part of?

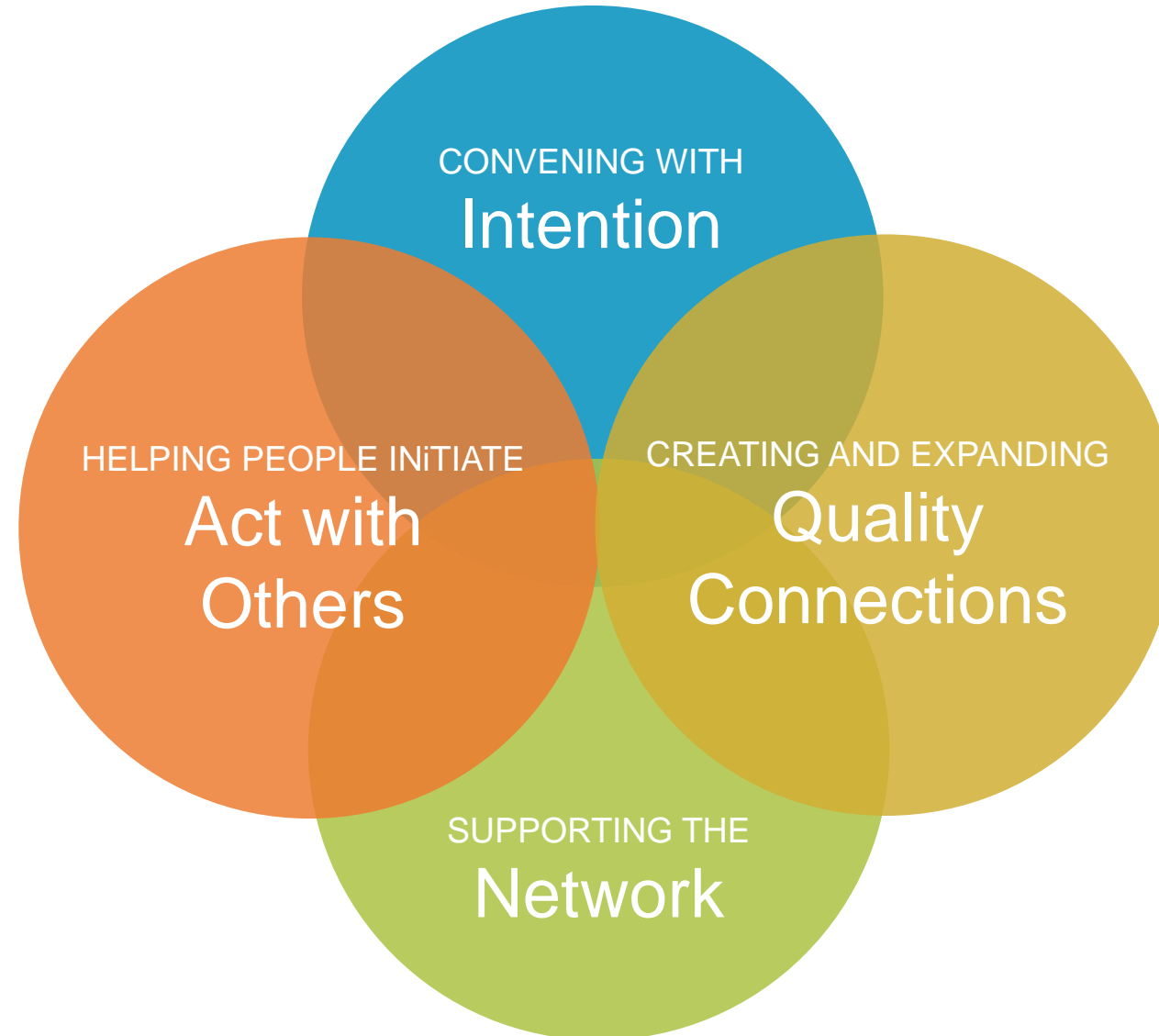
What would you
like to learn about
networks?

The background of the slide is a dark orange color. Overlaid on this background is a complex network diagram. It consists of numerous circular nodes of varying sizes, some of which are a lighter shade of orange or yellow. These nodes are interconnected by a web of thin, light-colored lines, creating a sense of connectivity and structure. The overall aesthetic is modern and tech-oriented.

Essential Elements

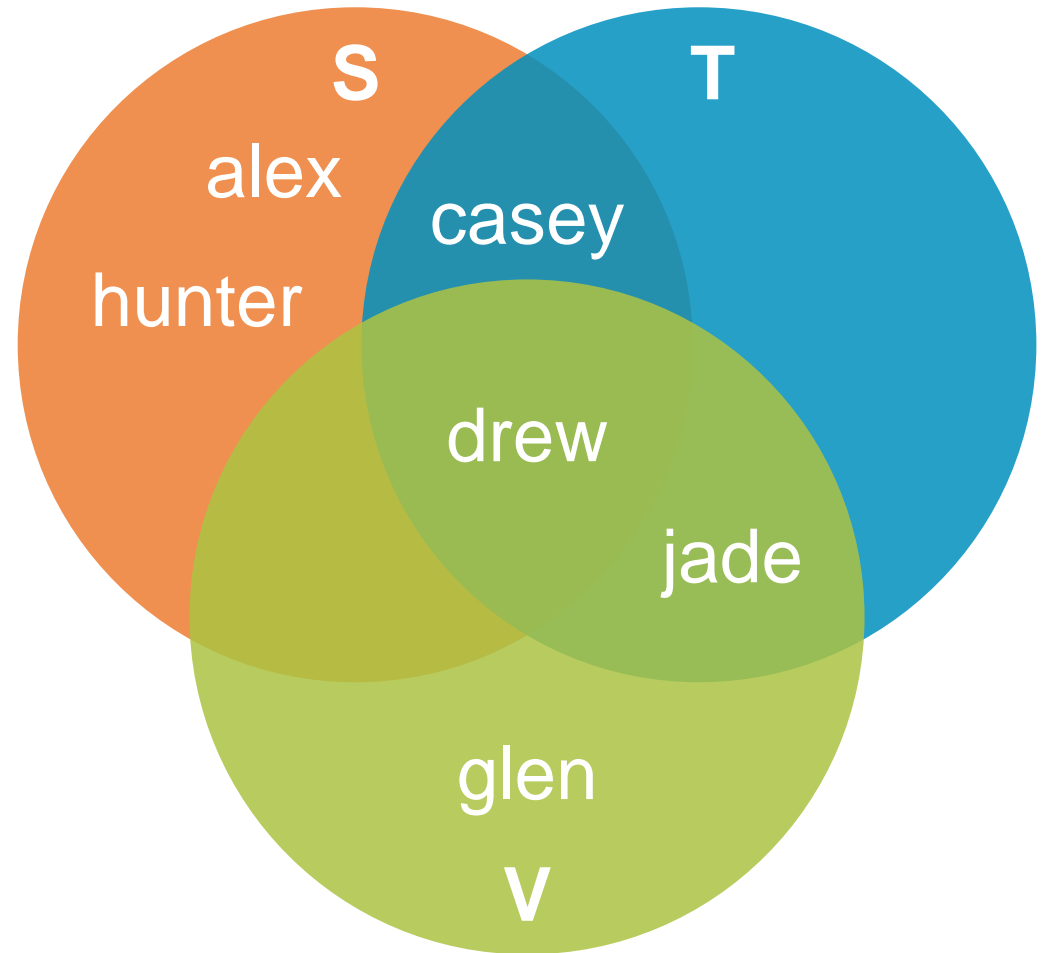
Developing Social Change
Networks that Work

CREATING AND SUSTAINING NETWORKS: ESSENTIAL ELEMENTS

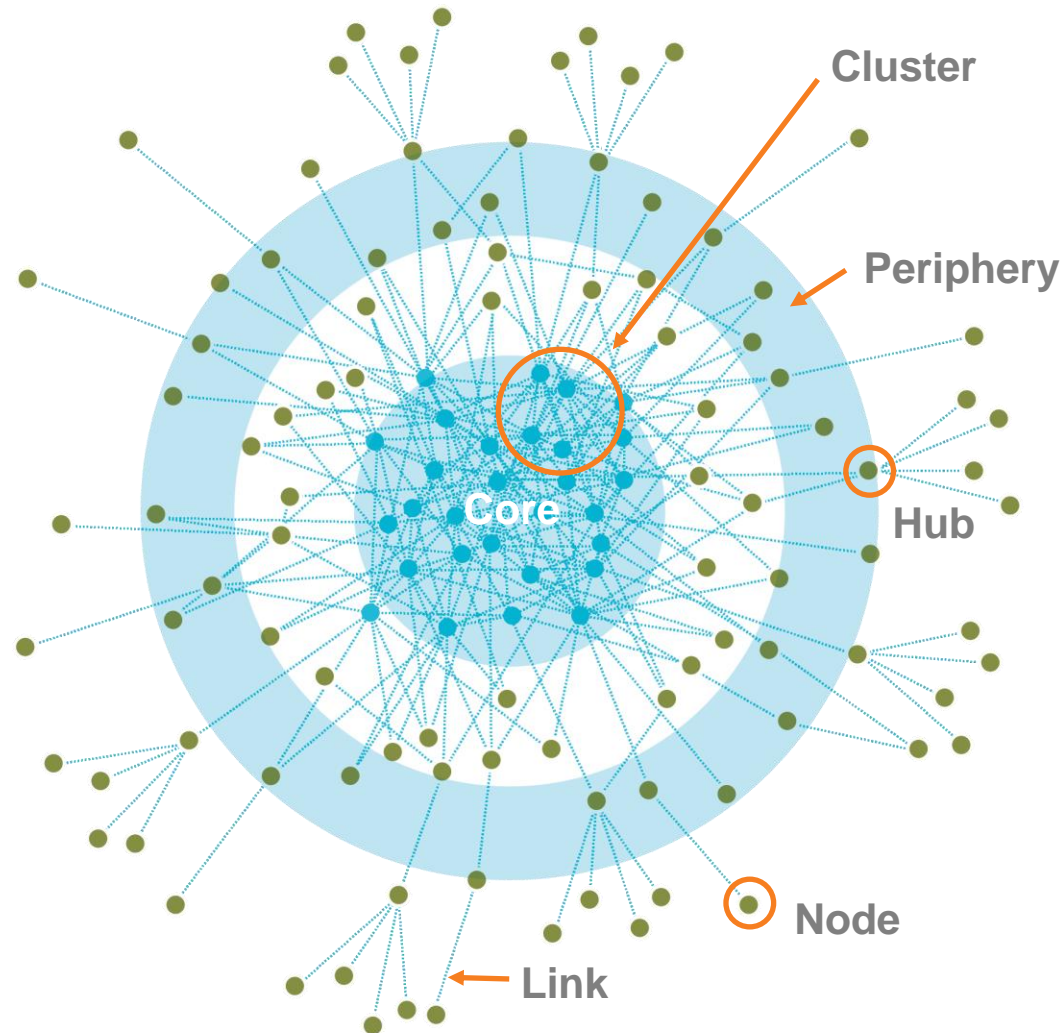


CONVENING WITH INTENTION

Your Intentional Network needs to focus on a shared (or overlapping) issue or vision or purpose.



CREATING AND EXPANDING QUALITY CONNECTIONS



A network that looks like this by adding new people and connecting those not currently connected.

HELPING PEOPLE INITIATE AND ACT WITH OTHERS

Networks organize multiple actions that:

- Come from people's passion
- Support experiments for breakthroughs and learning
- Develop flexibility to respond to new opportunities

HELPING PEOPLE INITIATE AND ACT WITH OTHERS

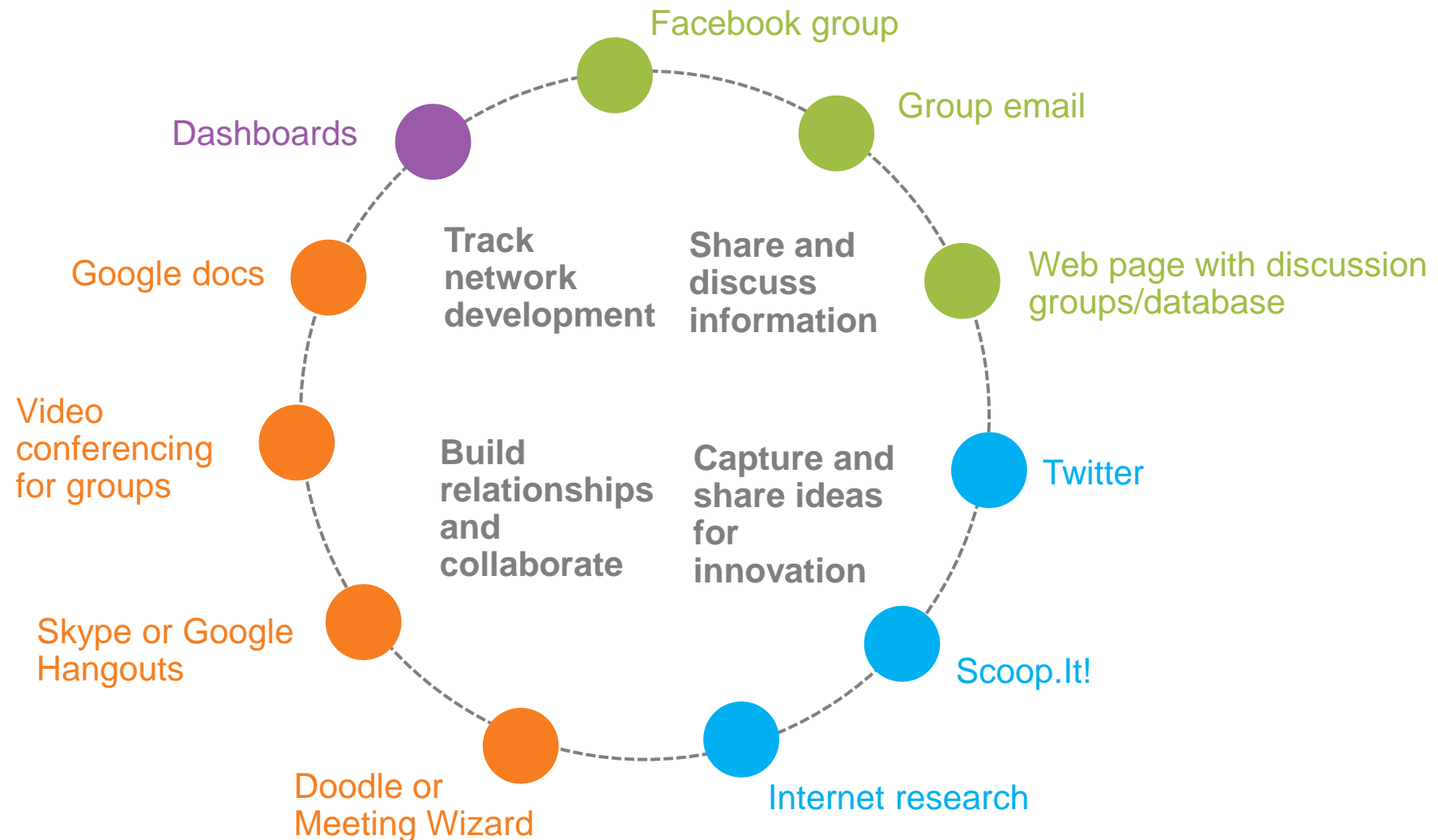


“ Self-organizing is, without a doubt, the aspect of networks that is most likely to bring transformation.

This element includes:

- Communication systems for the quick flow of information and resources
- Spaces for the development of network values
- Opportunities for collective sense-making

SAMPLE COMMUNICATION ECOSYSTEM



QUESTIONS



The background is a solid purple color. Overlaid on this are several abstract network diagrams. These consist of numerous small, light-colored circular nodes connected by thin, light-colored lines. Some nodes are larger than others, and the connections form various geometric shapes and clusters, suggesting a complex web or network structure. The overall aesthetic is modern and tech-oriented.

Network Leadership Roles

Building Your Intentional Network

LEADING WITH A NETWORK MINDSET

“ Learning to lead with a network mindset is not as simple as acquiring a new skill. Often our deeply held ideas about leadership collide with new ways of leading that are more distributed, relational, and interdependent.

Those who lead with a network mindset practice openness and transparency, let go of controlling outcomes, and believe in the leadership potential of everyone.

— From Networks & Leadership, Deborah Meehan

Network weavers are aware of the networks around them and explicitly work to make networks healthier. As many people as possible need to fill these functions!

Leadership Functions:

- Facilitating
- Connecting
- Coordinating
- Supporting

QUESTIONS



Which of these
network functions
do you fill?



What would you
like to learn more
about?

CULTIVATING AND SUSTAINING LEADERSHIP

Network
Facilitating



Convene People

CULTIVATING AND SUSTAINING LEADERSHIP

Network Facilitating



Help determine purpose and structure

CULTIVATING AND SUSTAINING LEADERSHIP

Network Facilitating



Listen to the field and develop the collective intelligence of the network

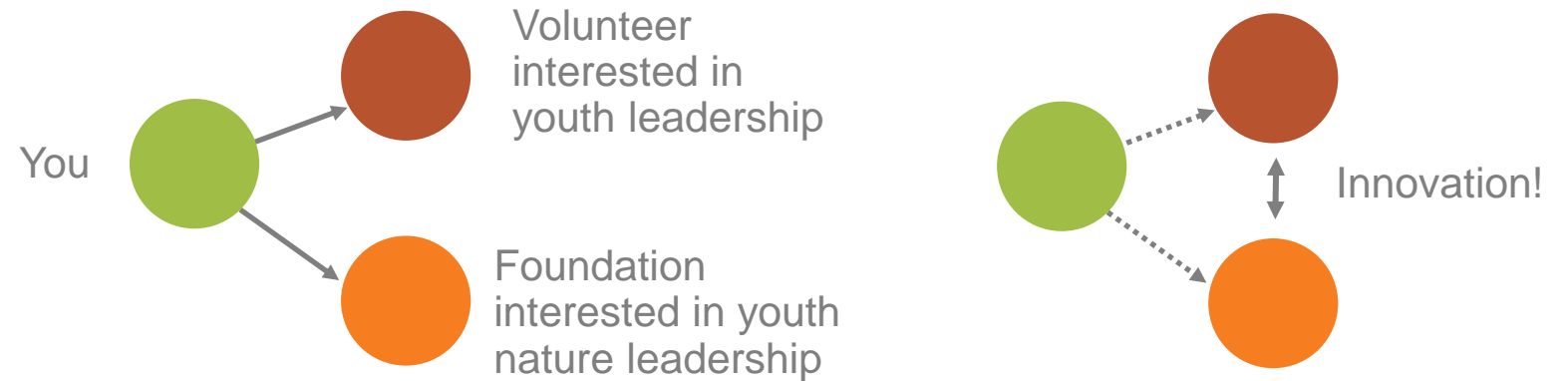
CULTIVATING AND SUSTAINING LEADERSHIP

Network Facilitating



Notice what is emerging: ideas, experiments
and opportunities

Network Connecting



Close triangles

CULTIVATING AND SUSTAINING LEADERSHIP

Network Connecting



Have generative conversations

CULTIVATING AND SUSTAINING LEADERSHIP

Network Connecting



Help people map and understand their networks

CULTIVATING AND SUSTAINING LEADERSHIP

Network Connecting



Develop and support diverse leadership

CULTIVATING AND SUSTAINING LEADERSHIP

Network Connecting



Build individual and collective capacities

CULTIVATING AND SUSTAINING LEADERSHIP

Catalyzing,
Coordinating
& Celebrating
Collaboration



Cluster and convene people with similar interests

CULTIVATING AND SUSTAINING LEADERSHIP

Catalyzing,
Coordinating
& Celebrating
Collaboration



Try out small acts or collaborations in
your community

CULTIVATING AND SUSTAINING LEADERSHIP

Catalyzing,
Coordinating
& Celebrating
Collaboration



Celebrate Successes

CULTIVATING AND SUSTAINING LEADERSHIP

Supporting the Network



Google

 Drive

NEW

►  My Drive

 Shared with m

Try out new communications

CULTIVATING AND SUSTAINING LEADERSHIP

Supporting the Network

96

of your friends are here!

Connect and discover great projects together.

KICKSTARTER

Discover

Start a proje

Explore new ways to get resources

CULTIVATING AND SUSTAINING LEADERSHIP

Supporting the Network



Set up network training, community of practice or learning group

CULTIVATING AND SUSTAINING LEADERSHIP

Supporting the Network

Network Behaviors Dashboard

This survey is to help you think about and strengthen network behaviors and values.

1. I am open to new ideas.

1 2 3 4 5

Strongly disagree ☐ ☐ ☐ ☐ ☐ Strongly agree

2. My organization is open to new ideas.

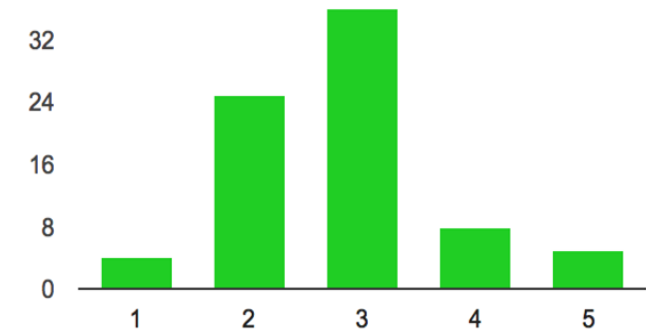
1 2 3 4 5

Strongly disagree ☐ ☐ ☐ ☐ ☐ Strongly agree

3. I enjoy diversity in my life: people, ideas, places.

1 2 3 4 5

11. It's easy for me to let go of control.



Try out tracking tools

QUESTIONS



Which of these
network functions
have you tried?



Which is
most
challenging?



Which do you
most want to
learn more about
or try out?

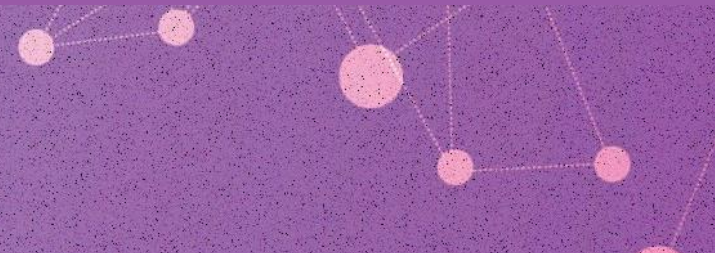
A dense, close-up photograph of green fern fronds against a dark background. The fronds are bright green and have a feathery, segmented appearance. They are arranged in a way that creates a sense of depth and texture. The lighting is soft, highlighting the edges of the fronds. In the center of the image, the text "Your first steps" is written in a white, sans-serif font.

Your first steps

Culture and social change happens

at the individual level — in the hearts and minds of those involved. Creating intentional networks contributes to and requires a fundamental shift in values and practice:

1. Focus on mission
2. Build trusting relationships
3. Collaborate generously
4. Take action and help others take action



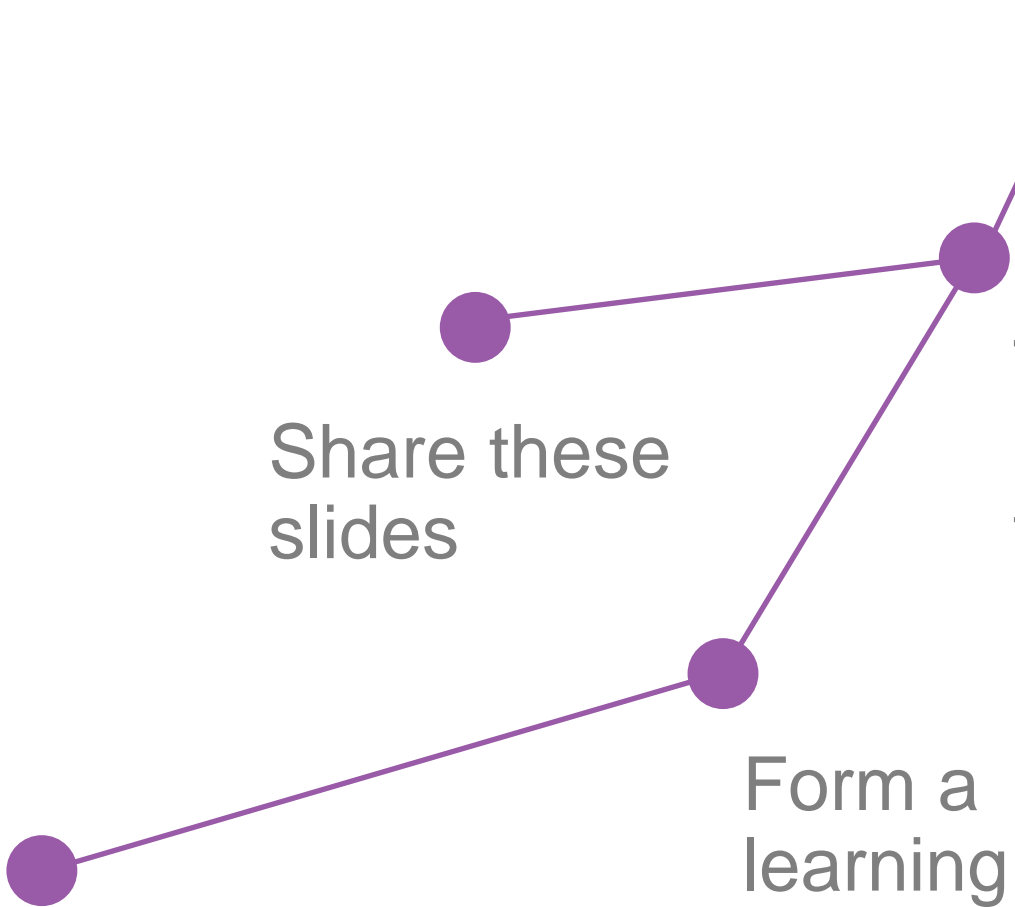
FIRST STEPS

Ask more
questions

Share these
slides

Form a
learning
group

Try an
activity in
the Toolkit



QUESTION



What — of all you heard about today — are you most interested in learning more about?

The background is a solid green color with a network of thin, light-yellow lines connecting various yellow circles of different sizes. On the left side, a large yellow circle has several lines radiating outwards. On the right side, there is a large yellow circle and a smaller one above it, both with lines connecting them to a larger, more complex network of smaller circles and lines. The overall effect is a stylized, abstract representation of a network or system.

Resources and Acknowledgements

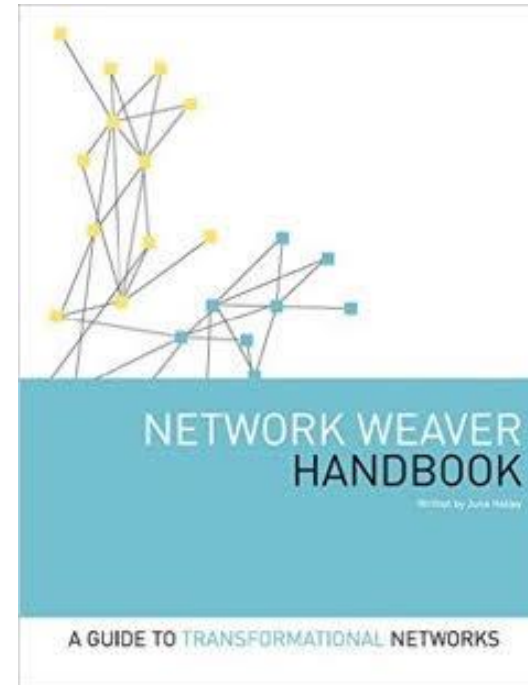
RESOURCES

An Introduction to Network Weaving

(use code SPECIAL at www.networkweaver.com)

Network Weaver Handbook, A Guide to Transformational Networks

(use code SPECIAL2 at www.networkweaver.com)



WEBINAR RESOURCES AND FOLLOW-UP

- Download and share the [recording of this webinar](#) and slides
- Access the [Network Leadership Tool Kit](#)
- Ask questions and continue the conversation by joining the [Networks for Social Change Google Group](#)
- Continue joining upcoming webinars for this three-part series “Network Building for Social Change” – dates will be announced

Four Network Principles for Collaboration Success, Part 1

Recording <http://bit.ly/1VBX3oA> | PPT <http://bit.ly/1MXuCam>

Four Network Principles for Collaboration Success, Part 2

Recording <http://bit.ly/1X1fi7C> | PPT <http://bit.ly/1PPZXB1>

Aligning with Nature: Creating a Network Culture

Recording <http://bit.ly/1NezxKw> | PPT <http://bit.ly/2163tfP>

ACKNOWLEDGEMENTS

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Presentation design by MIG Inc

