



Building Adaptive & Agile Regional Networks

Valdis Krebs

<http://www.orgnet.com>

valdis@orgnet.com

Region vs. Region

- **Silicon Valley vs. Route 128/Boston**
- **San Diego vs. Houston**
- **Austin vs. Pittsburgh**



What's the Difference?

- **The best connected region *always* wins!**
 - Some networks are better than others
 - Great amount of Research on this
- **Resilient, adaptive network patterns show up again and again...**
 - Research
 - Experience
 - Nature
- **It's not so much the nodes, but how they are connected...**
 - It's the Connections, Stupid!

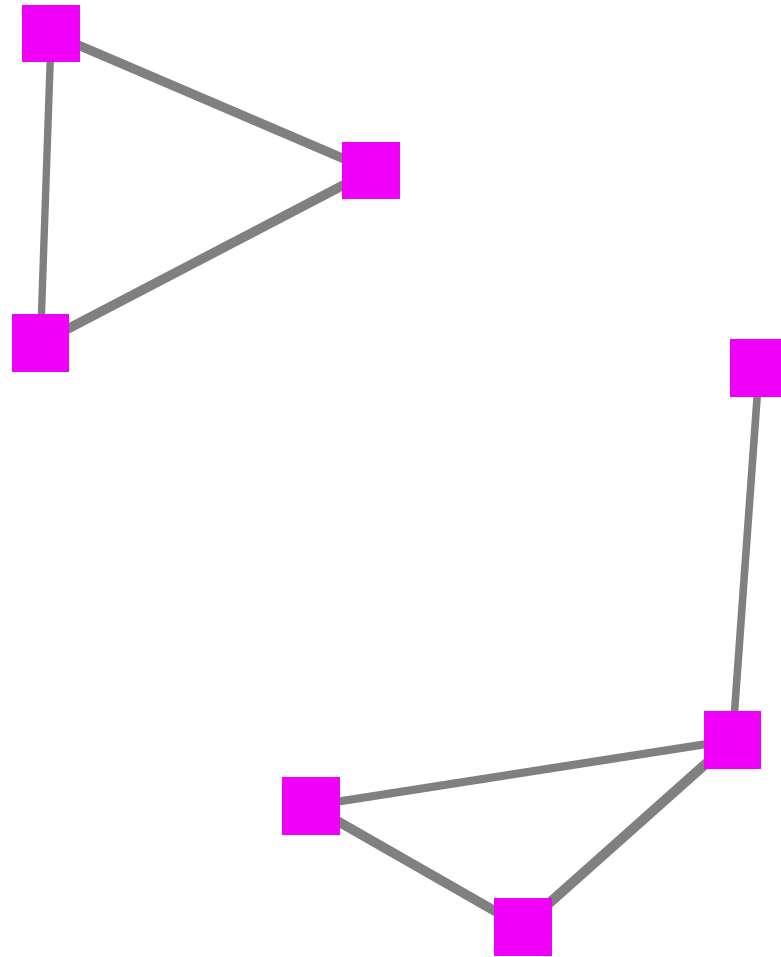




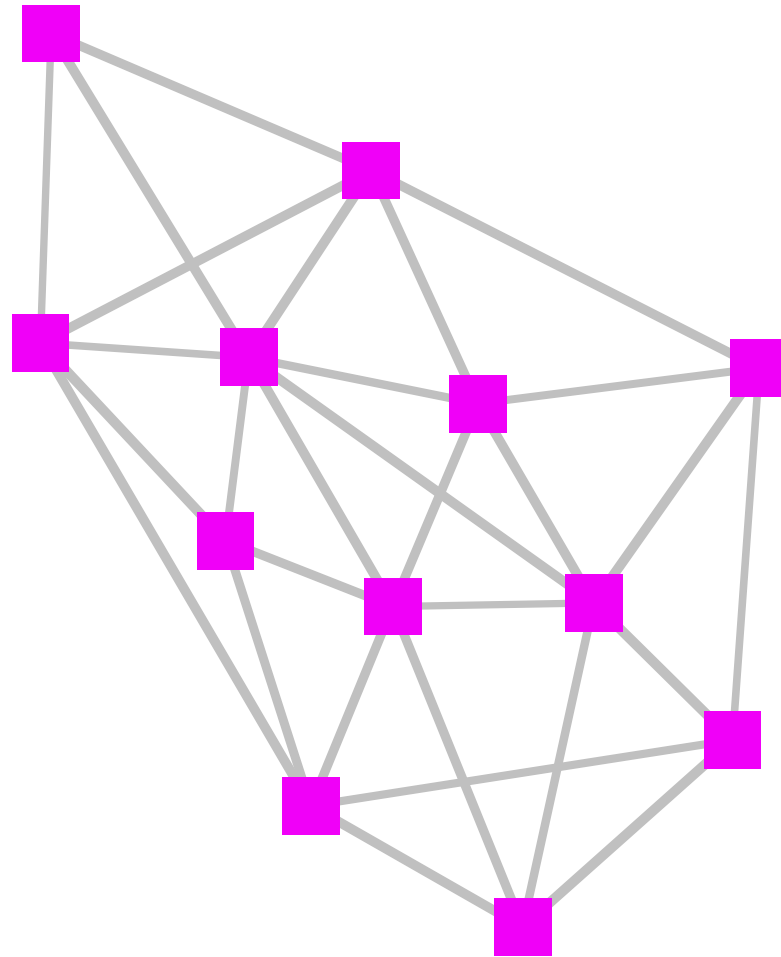
How do you build an effective network?



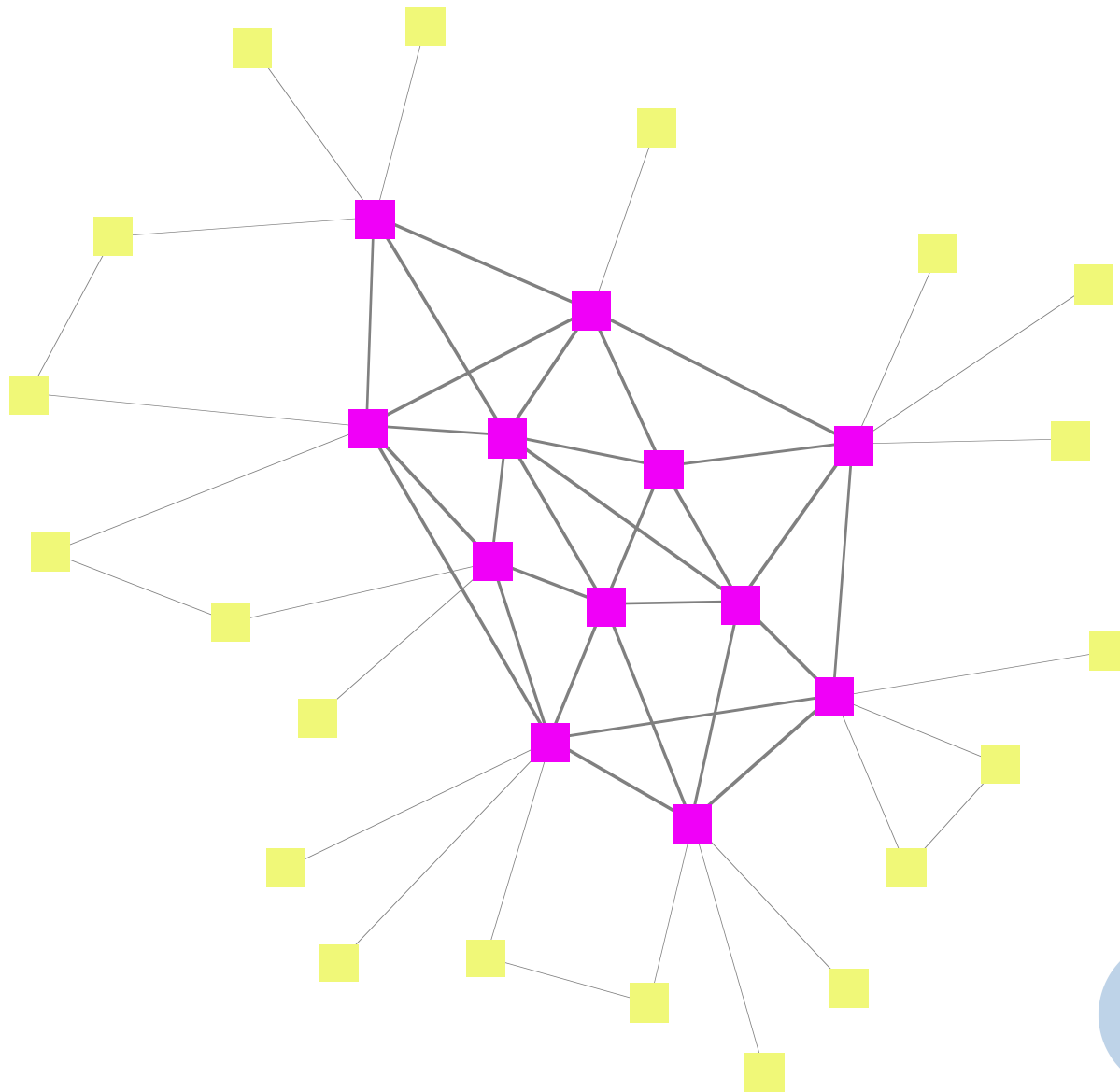
Accidental Network v0.5



Intentional Network v1.0

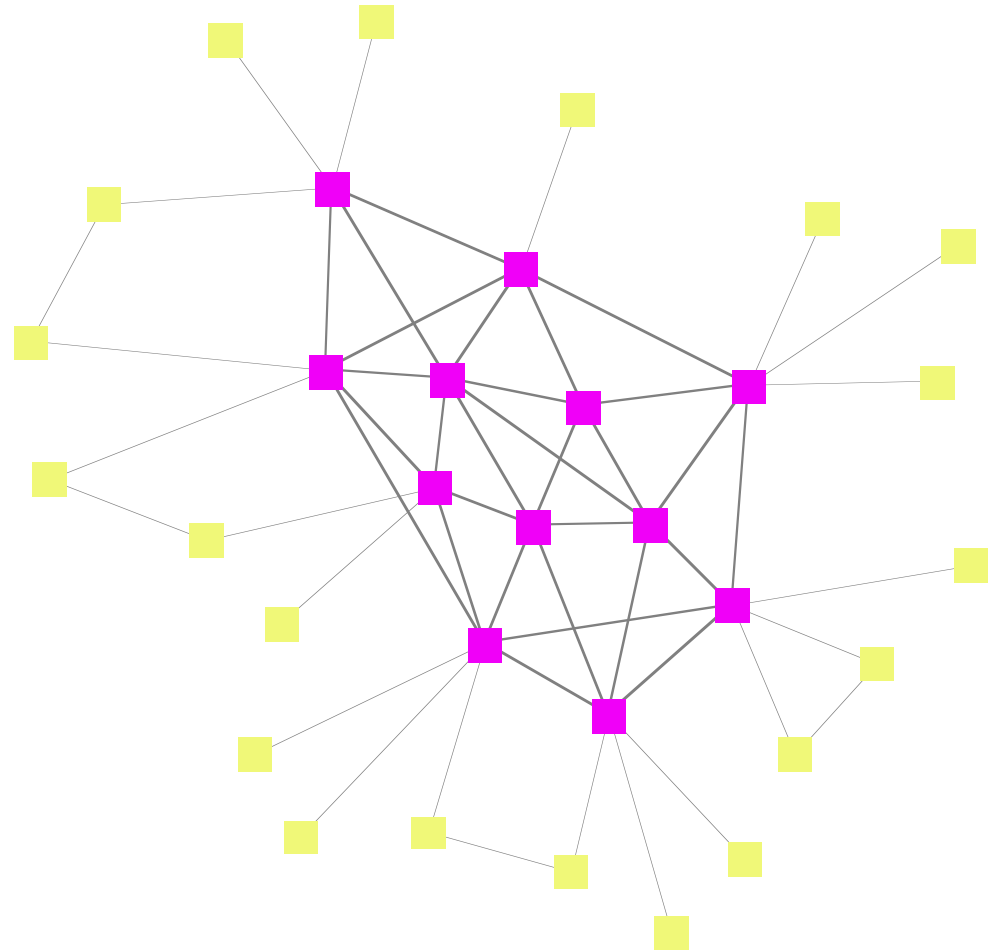


Intentional Network v2.0



Building Strategic Networks

- **Core – Periphery**
 - Similarity in the Core
 - Diversity in the Periphery
- **Quickly access knowledge and ideas within the network *and* in neighboring networks**



Building Networks

1. Start with what you have

2. Build a solid, resilient CORE

3. Build a radial, diverse PERIPHERY



Build a Solid CORE

- **Interconnected Triangles**
- **Strong Ties**
- **Build on Similarity**
- **Short Path Lengths**
 - Everyone knows what's going on
- **Resilience, not ossification**

Those that know each other



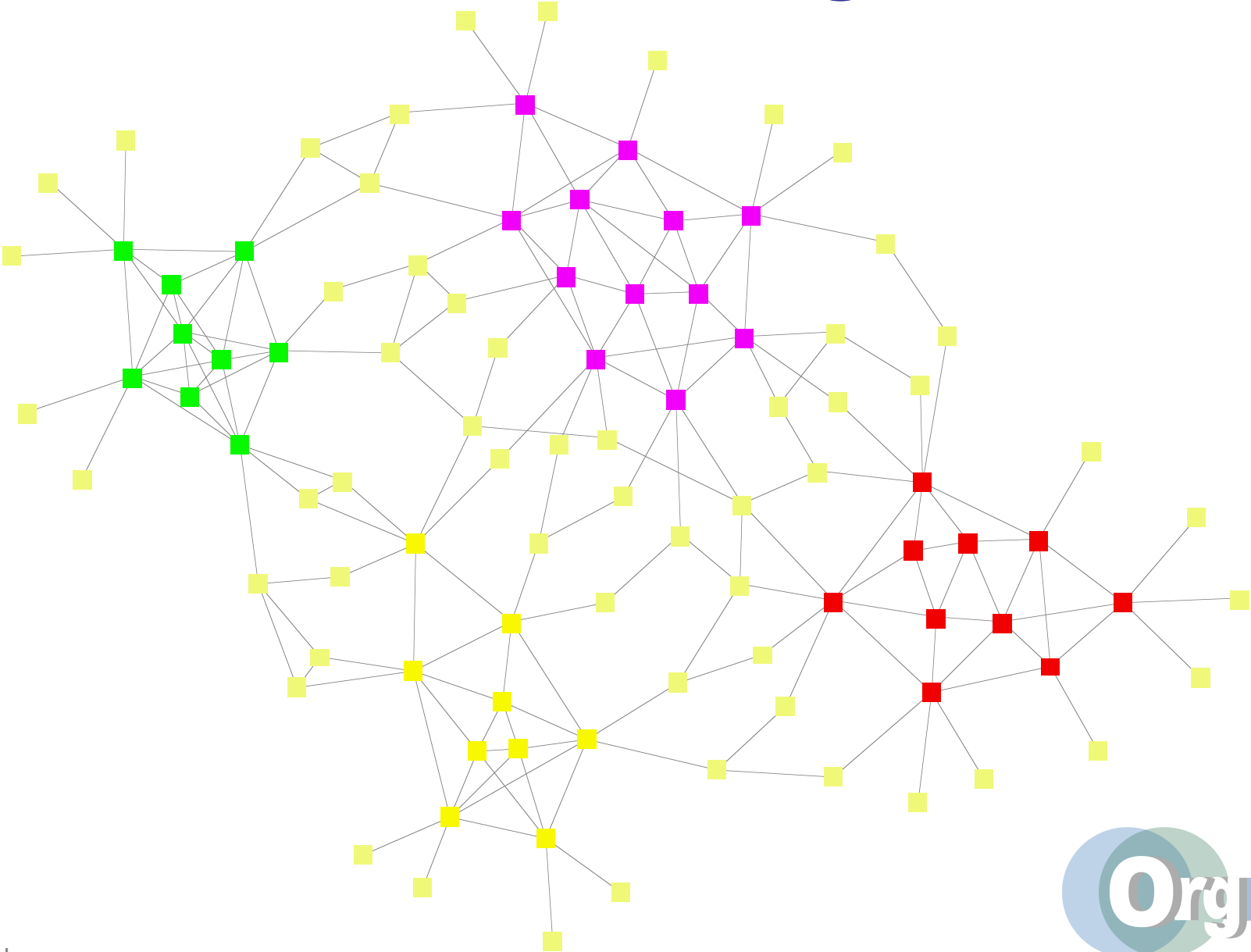
Build a Radial Periphery

- **Open Triangles**
- **Build on Diversity**
- **Weak Ties**
- **Maximize Reach**
 - Access to a variety of knowledge, experience and ideas
- **Exploration through overlapping boundaries**

Those that don't know each other



Connected Region



Next Steps

1. Build the Core

- Close triangles locally
- Connect complementary skills

2. Expand the Periphery

- Discover new triangles globally
- Bring in new ideas

3. Go to 1. and Repeat



Our Making Change Network

