Prodoscore™

Organizational Network Analysis & Insights

Research conducted and validated by third-party Data Science team, in partnership with the Prodoscore Research Council

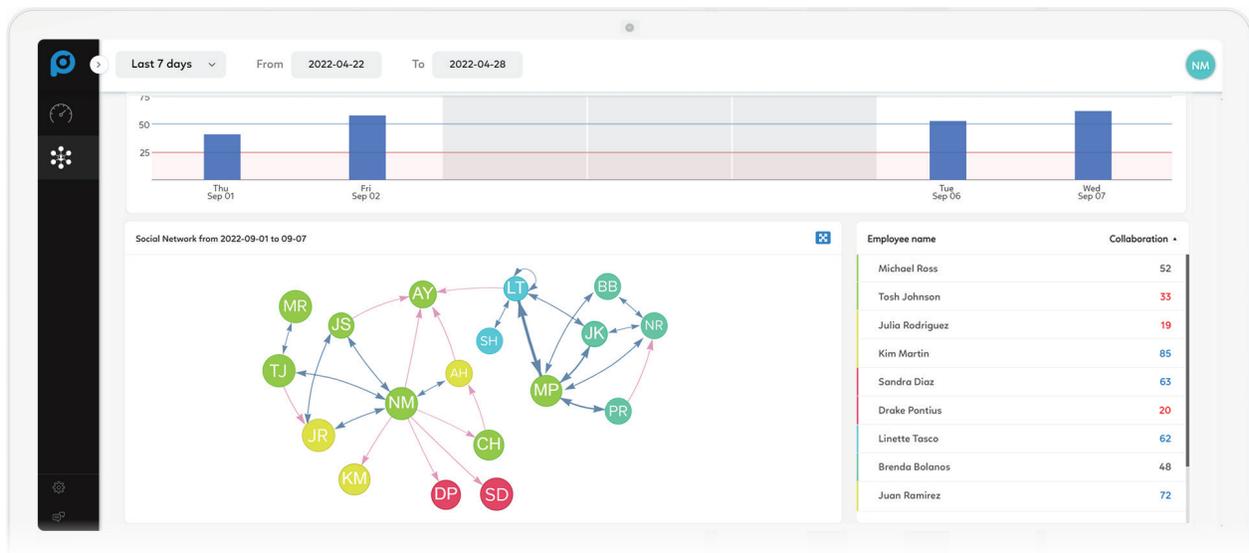888.796.7688 | prodoscore.com

Table of Contents

01 | Organizational Network Analysis

What is Organizational Network Analysis?

Commonly referred to as ONA, Organizational Network Analysis, it's the study of relationships between people. ONA can be used to understand how people are connected, how they communicate, and what influence they have on each other.
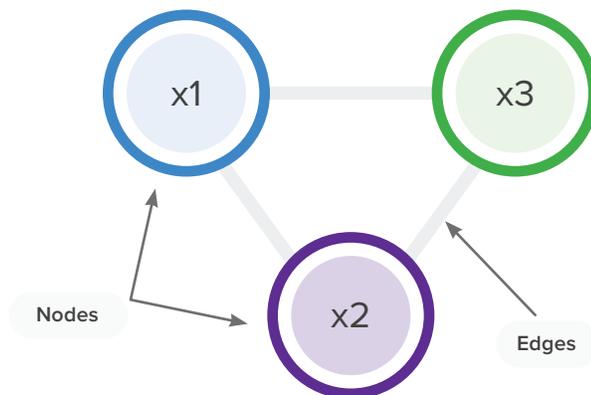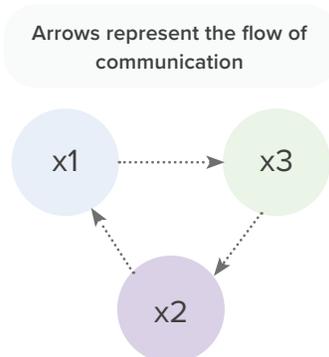
Why does it matter?

Understanding those connections allows leaders to understand and capitalize on the relationships between their employees and other internal stakeholders. Visualization of engagement can help managers identify key influencers, gauge the flow of information and trust within the organization, and find new opportunities for business growth through collaboration.

What does a network consist of?

- **Nodes** represent employees
- **Edges** represent the shared connection (message) between two nodes

Arrows represent the flow of communication

Nodes

Edges

02 | Network Density and Productivity Killers

Network density and network transitivity are two of the most important factors in running a successful company - they allow the company to have better communication and coordination between employees, laying the groundwork for more efficient and effective operations.
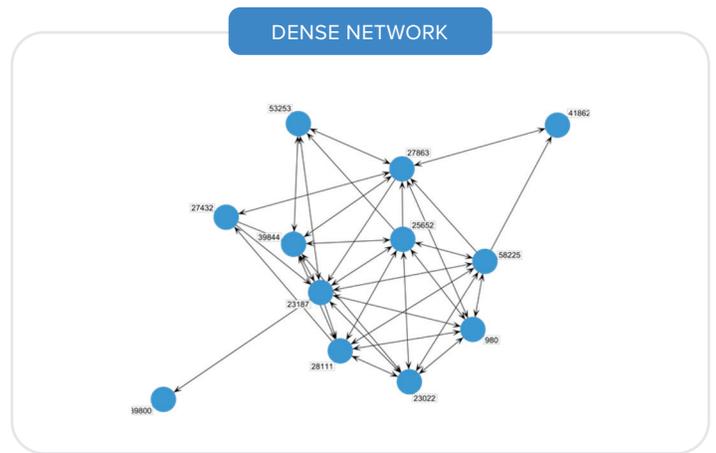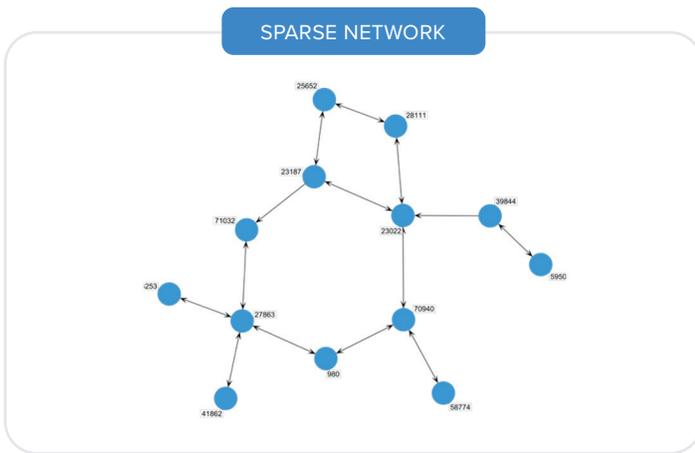
NETWORK DENSITY:
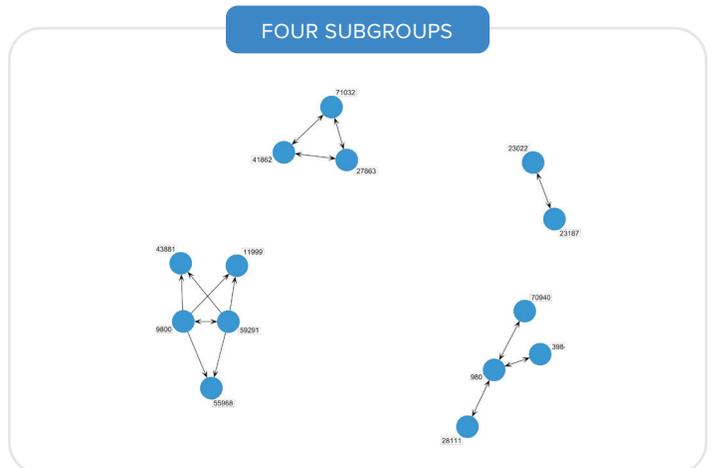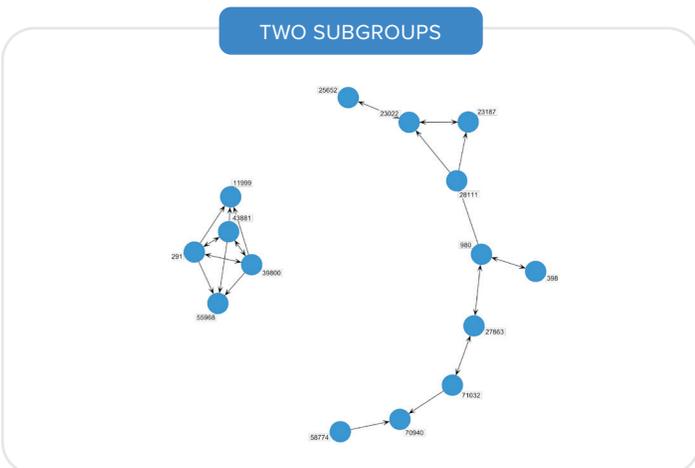The number of connections within a network

NETWORK TRANSITIVITY:
A measurement of the likelihood that two connected nodes will also be connected

Network density accounts for >10% of daily productivity within an organization. Denser networks are typically associated with higher productivity through collaboration and engagement.

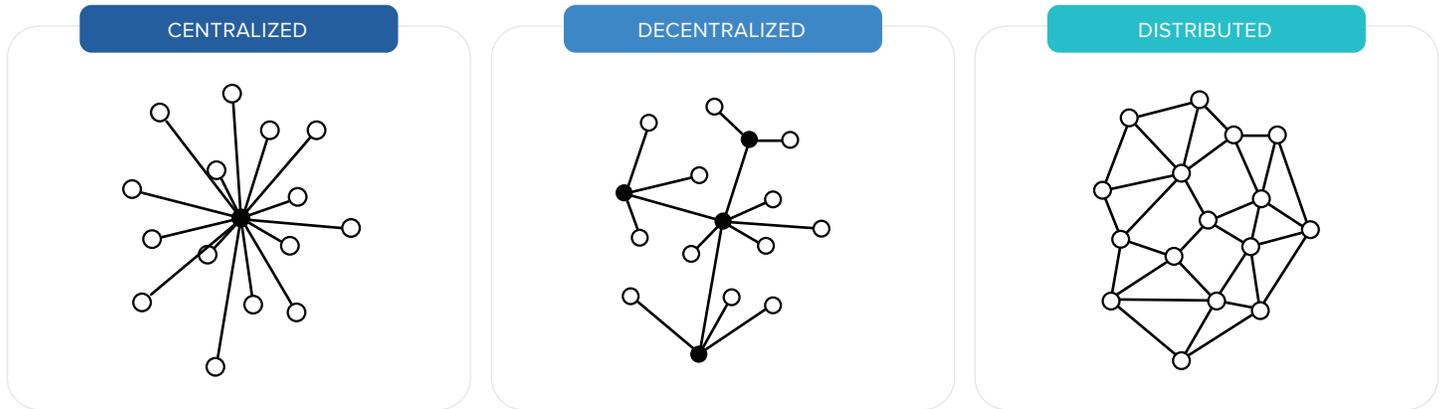SPARSE NETWORK

DENSE NETWORK

Productivity Killers

There's a strong negative relationship between a network's density and the number and strength of subgroups that exist with a communication network. As communication between subgroups strengthens, and employee groups silo themselves, productivity declines.

TWO SUBGROUPS

FOUR SUBGROUPS

In the examples above, communication in the Two Subgroups image followed a sequence indicating a potential lack of efficiency. In the Four Subgroups image, communication was completely siloed and likely inefficient as a result.

03 | Organizational Communication Types & Areas of Focus

Types of Organizational Communication

CENTRALIZED	DECENTRALIZED	DISTRIBUTED

Impact

Understanding an organization's network can impact success and growth as well as employee development. Here are some of the primary areas of potential impact:

Process Efficiency	Communication Effectiveness	Knowledge Sharing	Inter and Intra Department Coordination

04 | Key Takeaways

Collaboration drives productivity

Denser employee communication networks are associated with higher employee productivity

Highly connected and "central" employees within a communication network have higher productivity

Both receiving and sending messages internally are associated with higher levels of productivity

High and average producers receive a similar number of messages, but high producers tend to respond and message more people

High producers tend to act as communication bridges between employees and teams

The Social Network

Prodoscore's ONA tool is called Social Network. Data from the Social Network helps leaders better understand employee connections and influences while also visualizing the flow of information within the organization.

To learn more about how your organization's social network can impact success, get in touch with us.

Get in Touch