

SNA WORKSHOP
4th-5th March 2010, Hotel Scandic Intercontinental
Helsinki Finland

Trainers: Dr. Neil Reid and MBA Paula Ross, University of Toledo

DAY 1 – MORNING

1. Introductions (9:00-9:30)
2. Workshop Schedule, and Guidelines (9:30-9:45)
 - a. Interactive workshop
 - i. Ask questions when you have them
 - ii. Think about how this applies to your cluster, share your thoughts
3. Workshop Philosophy and Background (9:45-10:30)
 - a. The Network Approach: Human Capital *and* Social Capital
 - b. Analysis and Action: Know the net, to Knit the net, to Nudge the net
(*helping your network to respond to threats and opportunities*)

COFFEE BREAK (10:30-10:45)

4. Clusters as Networks (10.45-11:45)
 - a. What is a cluster?
 - b. What is a network?
 - c. Intra-cluster links
 - d. Inter-cluster links
 - e. Moving towards more competitive clusters

LUNCH (12:00-13:00)

DAY 1 – AFTERNOON

5. Introduce Your Cluster (13:00-14:00)
 - a. 5 minutes per person
6. Introduction to Network Analysis (14:00-15:00)
 - a. What is network analysis?
 - b. Basic concepts
 - i. Location
 - ii. Roles
 - iii. Grouping
 - iv. Resilience
 - v. Efficiency
 - c. Maps and metrics



COFFEE BREAK (15:00-15:15)

7. Uses and Benefits of Social Network Analysis (15:15-16:45)
 - a. Benefits of Network Analysis
 - i. Picture of the cluster today
 - ii. Vision for desired cluster
 - iii. Plan for getting to desired cluster
 - iv. Evaluate progress towards desired cluster
 - v. Visual representation of cluster
 - vi. Metrics (individual and cluster)
 - vii. Talking documents
 - b. Limitations of Network Analysis
8. Questions and Comments About Day 1 (16:45-17:00)

COCKTAIL HOUR (18:00-19:00)

DINNER (19:00-20:00)

DAY 2 - MORNING

9. Steps of Network Analysis (9:00-10:30)
 - a. What do you want to know about whom?
 - i. Bounded and unbounded networks
 - b. Preparing survey instrument or data collection method
 - c. Collect data
 - d. Analyze data
 - i. Level of Analysis – individual or group
 - ii. Individual – location and roles
 - iii. Group – sub-groups
 - iv. Cluster-wide (resilience and efficiency)
 - e. Discuss data with stakeholders

COFFEE BREAK (10:30-10:45)

10. Strategic actions (10:45-12:15)
 - a. Network weaving
 - b. Specific goal setting
 - c. Network monitoring
11. Questions and Comments About Day 2 (12:15-12:30)

