

# You, the Network!

Thoughts why some Networks (net-)work ...  
.....and others don't.

# Perspective is Important

- People don't want to cooperate to build a wall, people want to cooperate to build a cathedral.
- When you tell people WHY you are doing what you are doing, remarkable things happen.
- Feeling of belonging

# The Ingredients

- We need to 1. KNOW each other
- We need to 2. LIKE each other
- We need to 3. TRUST each other



Know, Like, Trust, sounds easy. 1,2,3....

# The Story of the Dogs





# TRUST

- We humans take this trust thing really seriously. Our success as a species proves it.
- Cooperation and mutual aid work better than competition and rugged individualism.
- With trust, we do things for each other, look out for each other and sacrifice for each other.



# TRUST

This is an important point:

- We cannot *tell* people to trust us or others.
- We cannot *instruct* people to come up with great ideas.
- we cannot *demand* that people cooperate.

These are results - the results of *feeling safe and trusted*.

We then naturally share ideas, share intelligence and stress.

Every single skill and strength we have is amplified to perform better and advance the network's interest vastly more effectively.

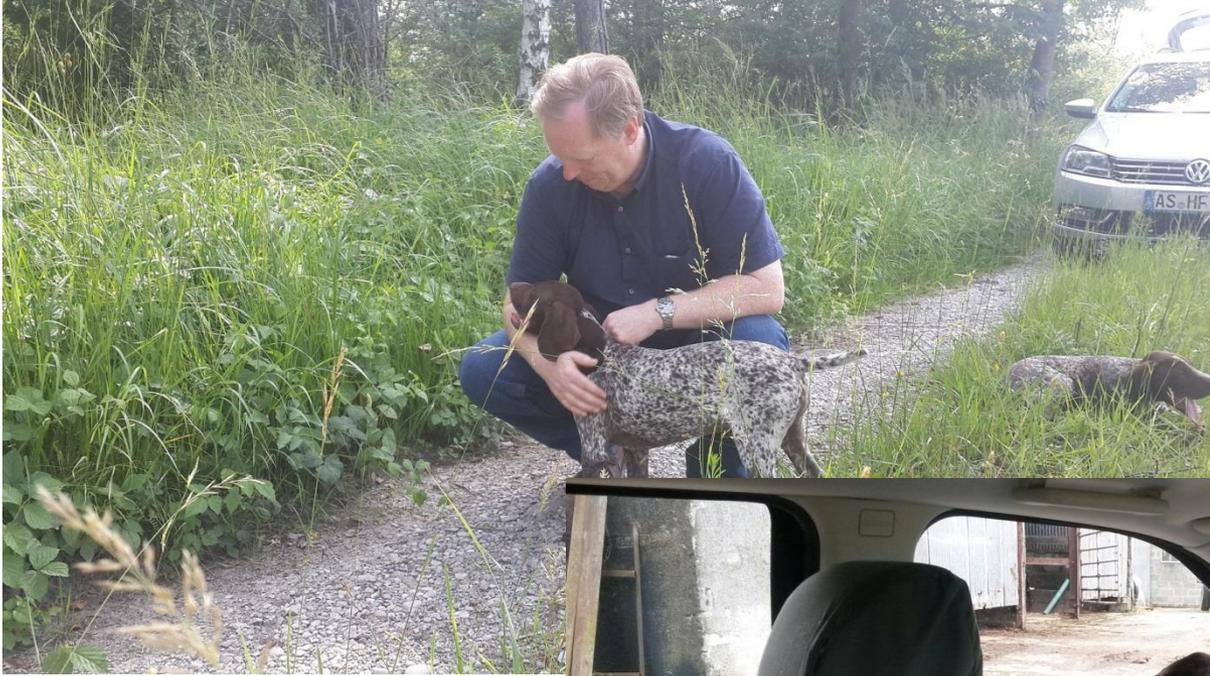


# TRUST

- It's harder to do all things alone, especially the big things. Together is better.

*Trust is like lubrication. It reduces friction and creates conditions much more conducive to performance.*

# The Story of the Dogs



# TRUST, again



- If there were no Trust, then no one would take risks.
- No risks would mean no advancement of the vision as a whole.
- That's an interesting concept: only when individuals can trust the culture of an organisation will they take personal risks in order to advance that culture as a whole.



# *Circle of Safety*

*A Lion used to prowl about a field in which Four Oxen used to dwell. Many a time he tried to attack them; but whenever he came near they turned their tails to one another, so that whichever way he approached them he was met by the horns of one of them.*

*At last, however, they fell a-quarrelling among themselves, and each went off to pasture alone in a separate corner of the field.*

*Then the Lion attacked them one by one and soon made an end of all four. — Aesop, 600 B.C.*

# *Circle of Safety*



- It's a matter of biology and anthropology. If certain conditions are met and the people inside an organization feel safe among each other, they will work together to achieve things none of them could have ever achieved alone.

# *Circle of Safety*

- And when inspired people feel the Circle of Safety around them, you get offered their blood and sweat and tears and they do everything to see the (leaders) vision come to life.
- (The only thing the leaders ever need to do is remember whom they serve and it will be an honor and pleasure to serve them back.)

# Learn to run a great network?

- Rule 1: Keep it real – Bring People Together
- Rule 2: Keep it Manageable – Obey Dunbar's Number
- Rule 3: Meet the People You Help
- Rule 4: Give Them Time, Not just Money
- Rule 5: Be Patient – The Rule of Seven Days and Seven Years

# The Story of the Dogs



# Thank You for your Time!

What is your belief? Your vision?

Why should anyone trust you?

Why should anyone want to follow you?