

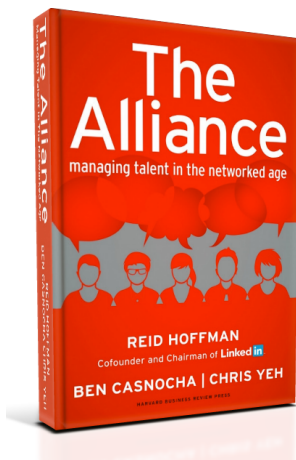
Network Intel: Innovate by Tapping Employee Networks

Manager Workshop

THINK OF EACH EMPLOYEE AS AN individual scout picking up data from the outside world—from articles, books, and classes, but most important, from other friends inside and outside the industry...

It is the manager's job to recognize and encourage the power of each of these scouts. **A more networked workforce generates more valuable intelligence, and when your employees share what they learn from their networks back into your company, they help solve its key business challenges.** (Explained further in *The Alliance: Managing Talent in a Networked Age*.)

The most powerful sources of information at a company's disposal are the professional networks of its employees. They act as both a source and a filter for new information and provide access to "hidden data"—knowledge that isn't publicly available.



An employee's professional network is also one of the key assets that can boost his long-term career prospects. **As part of the alliance, the employee ought to tap his or her own network to advance their employee's business, because who one knows can be just as valuable to the company as what one knows in terms of skills.** The company in turn helps to grow and strengthen the employee's network. Proactively investing in your employees' networks is also a powerful recruitment and retention tool.

"The most meaningful way to differentiate your company from your competition, the best way to put distance between you and the crowd, is to do an outstanding job with information. How you gather, manage, and use information will determine whether you win or lose." —Bill Gates

To register or view other workshop offerings, go to: www.AlliedTalent.com/workshops.

OUTCOME: Managers will learn how to coach their employees to leverage their profession networks to help solve key business challenges and to innovate.

This interactive workshop and subsequent coaching sessions teach managers the fundamentals of network intelligence, as well as how to create smart policies that encourage their employees to engage their networks, including social media. This is a key strategy to attract, manage, and retain talented employees.

Exercises and activities will teach attendees to:

- Identify key business challenges that could be solved through employee networks
- Find potential hires by using network intelligence.
- Expand professional networks by identifying individuals to connect with
- Tactfully make and request introductions through your network
- Encourage employees to share the competitive insights they learn via their networks



We want Kapost to be where top talent wants to work and reached out to Allied Talent to help us. They exceeded expectations and we're seeing results already. For example, a key hire said the Alliance was one of the reasons he accepted our offer. I highly recommend Allied Talent.

—Toby Murdock, CEO, Kapost

How do you scale high quality career conversations based on trust and mutual benefit? ... Allied Talent have actually figured this out and they have a solution set that is long overdue. Dealing with them is refreshingly simple and down-to-earth. They listen to the issues specific to your culture and people. And they don't throw a bunch of hype and noise at you. Just common sense ideas that build trust and real value. We'll continue to work with them.



—Anna Stillwell, Culture & Talent, Wikimedia Foundation

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Allied Talent is a Silicon Valley-based boutique management consultancy.