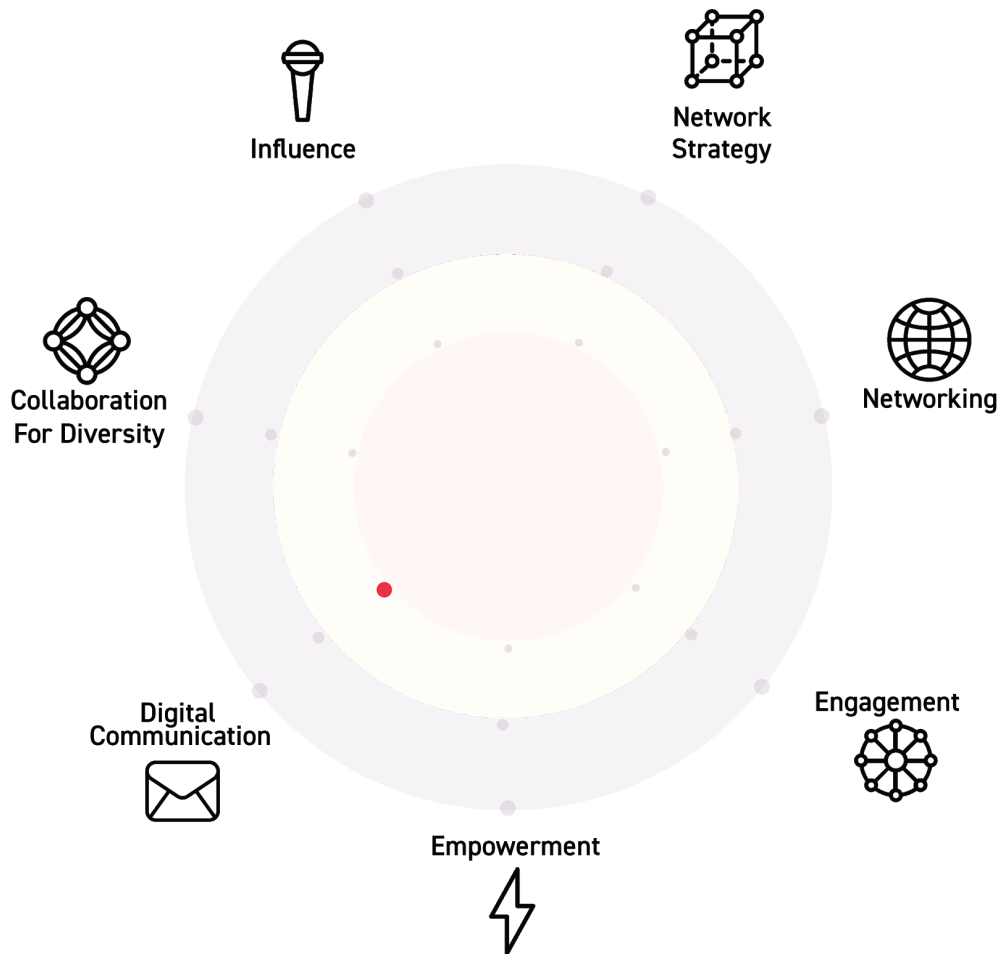


Network Thinking Skills Analysis

Skill 5

Digital Communication



Skill Level: Basic

How to read your results

This is a description of Skill 5. Digital Communication. Read about this specific skill and reflect upon our recommendations. These recommendations are based on your Network IQ score. Use them to improve your capacity to leverage digital and face-to-face communication when building your networks.

Network Thinking Skill Description

Skill 5. Digital Communication

Communication is the key source of power in the digital society. This is because unlike anytime before every single person connected to the internet can send a message to the mass audience. The ability to leverage digital and offline communication brings the strategic dimension to networking. The means of communication which are available to crowds are smartly used by those who know how to use communication to a key few.

Good communicators are usually also good listeners. They are skillful in pitching ideas and transmitting a compelling vision moving minds and hearts. Leveraging online and direct communication means developing trust-based communication in the digital environment. It means developing the digital trust, reportedly, one of key challenges leaders face today.

Leveraging online and direct communication is a powerful tool when innovating. It means you can get immediate feedback. With the real-time feedback, you accelerate the pace of learning. Feedback offers you the opportunity to re-interpret data, re-frame data, and spot emerging trends in a complex environment. The search for meaning through reaching out to networks guides your learn-by-doing innovation process.

Digital Communication is one of the skills in the Network Protocols level. This level is part of the Network IQ Index™ which is a competence model for the future of work.

Your key takeaways

- Use your digital footprint to your advantage and begin to intentionally leave a trace to build part of your brand. Interact on social media with a strategy, this will build your brand in the planned direction.
- Communication is a key skill and is often impacted by culture. You seem to be building your cultural literacy. It is important to listen to both verbal and non-verbal communication both on and offline. Observe some key influencers in your markets and see how they communicate by listening digitally.
- Your profile on social media is likely built by happenstance. To advance your profile share original content, appropriately publish your accomplishments, and connect with individuals focused on your professional purpose. It is valuable to reflect and keep learning on how to communicate as times continue to change.
- What you said is not always important, how you make others feel in your communication is often not forgotten. It may help if you share appreciation as you see appropriate depending on the cultural setting.

Personal Recommendations

Skill 5. Digital Communication Level Basic

How you can succeed

You relate to people's needs, fears and dreams when communicating. The ability to speak with integrity and empathy to their minds and hearts is true even when communicating with people you have never met in person.

Why you succeed

Communication is the source of power. By leveraging digital with direct communication you get an unlimited power to become an influencer in your network.

How you can be more successful

These insights and recommendations are based on your results from the Network Intelligence test.

5.1. Your digital footprint

5.1.1. Your digital footprint strategy

All people who have ever been on the Internet have a digital footprint. Most likely you are quite conscious and strategic about your digital footprint. As you know, your digital footprint will be getting more and more driven by AI-based deep learning models. Take better care of your privacy and make sure you own or at least control data you share.

5.1.2. Your communication for brand awareness

Your Network IQ results indicate you probably do not frequently place effort to build a high-profile on social media which means that people who do not know are not aware of your professional expertise and achievements. Since you see the power of the digital presence, most likely you use it to clearly communicate your professional brand. By keeping your profile updated and coherent across diverse websites and social media sites, you strengthen the clear image of who you are and what you care about.

5.1.3. Your communication on innovation

Based on the Network IQ you probably rarely keep your bio updated by highlighting your activities related to innovation. Since you seem to be quite digitally savvy, you may always build your personal brand by consciously promoting and highlighting activities related to innovation in your field of expertise. People are always interested in what is the 'next big thing', are challenged to understand emerging trends, and get insights that could open up new opportunities. You are what you share. Build more of an innovative brand by communicating more often about innovation.

5.1.4. Your privacy and data protection

If you are like the majority of netizens (a keen user of the internet) your attitude to privacy and data protection is quite loose. You live as if anything you say or do could be published the next day on

the cover page of a national daily. This makes sense. It is hard to hide things and still you could be more diligent about what you share, with whom and why. This may deeply depend on where you live and the legal regime in place. European Union has been spearheading legal regulations on data protection. [Here you can learn more](#) about your rights.

5.2. Communication across cultures and generations

5.2.1. Your cultural literacy

Based on your Network IQ score it is unlikely that you fluently speak many foreign languages and you may have a difficult time understanding the culture of people with different native languages. Cultures tend to change more quickly than before because of how easy it is to communicate today. Speak from time to time with your fellows about what cultural changes they see. This will help you further build your cultural literacy and therefore make you more capable of leading people when working in networks, distributed teams or diverse communities.

5.2.2. Your agreed understanding

Your network IQ score indicates that most probably you lack the attention to notice when you are misunderstood. It is normal to be misunderstood especially when working within distributed teams, there are many alternative ways of thinking or communicating across diverse cultures. This is why you should take care when communicating. Just because something is said doesn't mean it was understood. There is a value in confirming and finding agreement. Here are some basic [principles for effective communication](#) in the digital age. Small changes can make a huge impact. Try to change your routines and experiment communicating with people who are strategic in your network. Ask, how can I improve the comfort and accuracy of our communication?

5.2.3. Your digital communication experience

Based on when in your life you were introduced to the internet and digital communities will significantly impact your subconscious habits. This sooner or later will cause a misunderstanding between you and others from a different digital generation. This is typical. What is unique is how you behave in a given situation. Get inspired by [reading about generational differences and communication styles](#).

5.2.4. Your cultural communication

When working in an international setting you have experienced some areas of communication which are highly sensitive. These key areas are saying yes and no, saying thank you, giving feedback and conveying criticism. Based on your Network IQ, it is unlikely that you have always successfully managed these moments well. We encourage you to trust your intuition but also consider different options before entering into these communications. It may be helpful to evaluate different patterns of communication in different cultures. This will likely help you find a good narrative to achieve your goal. It is important to validate your perception.

5.3. Leveraging online and direct communication

5.3.1. Your social media balance

Almost all people use social media, and most probably you are not an exception. It seems you might not value the benefits of using social media as a platform to connect with others. Think about what other people in your network do, which places they visit, what excites them and whom they oppose. This is vital information for effective networking and relationship building.

Social media tends to have most of this information readily available. The use of social media is a fine balance as it may energize you or it may deplete you from your creative energy. [Research shows](#) that people who socialize on social media tend to become more social also in offline world. [But research also shows](#) that overusing social media may have quite adverse effects on mental health and emotional stability of some users. [Here are 6 questions](#) you should ask yourself to reflect if you are a social media addict.

5.3.2. Your digital network communication

Your responses to the Network IQ test show that chances are you infrequently see the opportunity to organize when you connect with people digitally. If so, you are probably missing out on connections. A simple step would be to analyze who is the right person to meet before going to an event and reach out to this person ahead of time. This way you can connect with them more at the event. With the connections that interest you follow up after the professional event to further the connection. For example, connect with speakers even before attending a conference or a trade show, possibly try and set up a meeting during the event that you can follow up with them after.

5.3.3. Your influence status

You probably do not feel that you adequately leverage online and direct communication for growth. This is okay. The two different communication channels require different skills. Developing this skill is a key source of power. By working on this skill most probably you will shortly be considered as an influencer in one or a few of your communities.

5.3.4. Your communication for growth

Your results indicate that you find it challenging to blend online with offline communication. This could be a factor when actively building a high-profile on social media. A high-profile means that people who do not know you value your contributions and respect your professional expertise. One way to build your high-profile on social media is sharing your personal achievements tactfully which will build your communities awareness of your professional brand.

5.3.5. Your communication through listening

Good communicators do more than just speak clearly; they are able to listen and communicate to others in a way they can understand. Communication is a two-way channel. Your network IQ indicates that you may rarely take the opportunity to help others leverage digital communication by exchanging ideas, sharing innovative thoughts, or providing uncommon insights. This first requires you to listen to the challenges to be able to share relevant content. In brief, select the right people in your network to keep your conversations on going for all communication channels to further your innovation and theirs. The best way not to let the conversation die is to provide original content that stimulates creative thinking.

5.4. Watch out for the blind spots

5.4.1. Your silence

Silence is a powerful communication tool. Like a space between two words or the dot at the end of a sentence, silence is a code. It may help you to think through your ideas before you respond to a message. Avoid becoming spam by sending unnecessary emails, messages, WhatsApps. The fact that it costs nothing to mass communication on social media does not mean that quantity matters more than quality. Provide respectful information packages that are relevant to your target network.

5.4.2. Your communication frequency

A limitless, 24/7 communication presence on Twitter or Facebook is not ecological nor likely something you want to do. You will make servers and your devices produce excess heat. No need to strive for this goal. Although continuous and consistent communication is needed for influencers it does not make an influencer. Think of people you respect in your network. Compare your communication patterns to how often they transmit information and what is the ratio of quality content to. This blog post is the synopsis of [14 research studies on social media optimum post frequencies](#).

5.4.3. Your way of generating good vibes

Based on your Network IQ, you might have your own distinct communication style that is intentional. This is important for building a brand. Just remember that people will surely forget what you said but will never forget how you made them feel. Frequently communicate your appreciation and even more gratitude to build positive feelings in your community. Here is an interesting article about [how you say thank you in different cultures](#). Research shows that the incentive for you to communicate appreciation in person or digitally - in whatever way or language - will [surely make you feel better](#). :)

Self-Reflection

Date

Add the date for your 3 month accountability

My strengths

Make a list of your strengths related to this specific skill (at least 3)

My opportunities for improvement

*Make a list of the behaviors you would like to improve. (No more than 3)
Then star the behavior that is easiest to change.*

My next steps

Write down 3 commitments on how you will develop your skills over the next 3 months

Communication gives power.