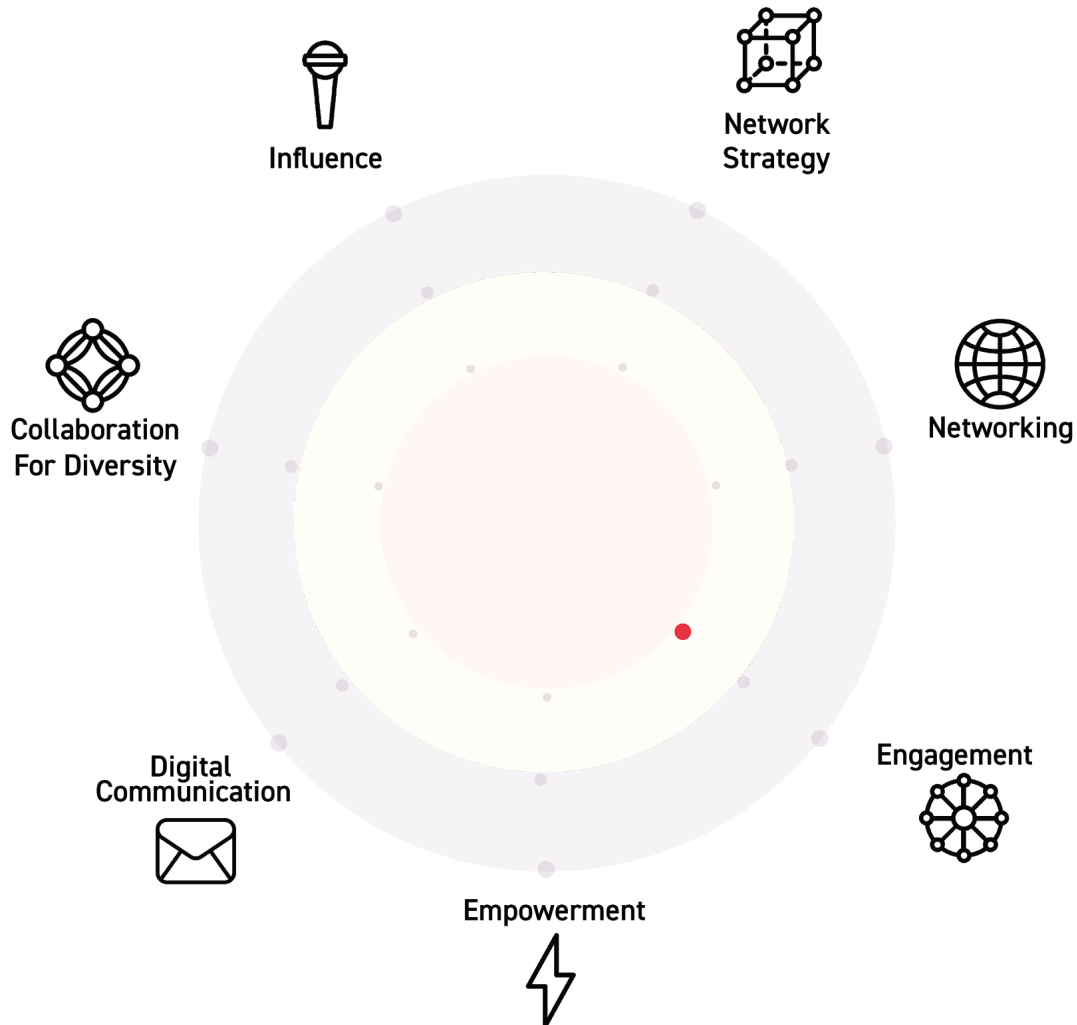


Network Thinking Skill Analysis

Skill 3 Engagement



Skill Level: Basic

How to read your results

This is a description of Skill 3. Engagement. 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 engage others while networking.

Network Thinking Skill Description

Skill 3. Engagement

Engaging members of your networks means you have already established a connection with them. They are not mere numbers in your networks but real people with some kind of positive or negative attitude towards you. Although you have a mutual rapport it may be challenging to engage them into activities or share resources such as time, ideas, connections or opportunities. Engagement in the context of a strategic approach to networking means you co-create value when engaging in an interaction. The way to co-create value requires people to be innovative and creative.

Quite often it is challenging to engage people in your networks. Breaking silos by connecting to them is important because engagement builds more bonds, deepens relationships. Slowly a network which members are engaged becomes a community. In the digital age, your community is your value. The bigger and more engaged your community the bigger your value and potential impact you can bring.

The skill of Engagement is one of the skills in the Network Dynamics level. This level is part of the Network IQ Index™ which is a competence model for the future of work.

Your key takeaways

- Engagement requires cultural literacy. Get yourself more exposed to interactions in international environments to build cultural awareness and learn how to engage people from different cultures in the right way.
- Engagement is the key skill for building communities. Avoid being too transactional when engaging with your community so that people feel they co-create value rather than give away their time, knowledge and skills.
- Engaging others may be fun and, what is important, you can develop your engagement skill for strategic networking. It is surprisingly challenging to bring in humor and playfulness into engagement activities if this is not your natural predisposition. But as any other skill it only takes practice to learn it.

Personal Recommendations

Skill 3. Engagement Level Basic

How you can succeed

You are respectful of other people as human beings. You avoid being too transactional by reaching out to people only when you have a business to do.

Why you succeed

The people you engage become your community. Your value grows with the value of your community.

How you can be more successful

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

3.1. Engaging dynamic

3.1.1. Your cultural literacy

You seem to behave as a person who is not authentically curious to understand others. If this is indeed your case, it may be because your work - and network - is a heavily localized environment. It may be challenging for you. If you choose to (net)work with people who come from different cultures, being authentically curious about their communication and collaboration protocols will help you become a trusted member. With trust, your status and influence will increase. To engage people from different cultures you need to master the basics. You need to know when they say 'yes' and 'no'.

3.1.2. Your benchmarks

You appear to be occasionally confident that you are skillful at engaging others. Confidence is a good thing. But overconfidence is a weakness. Do some research to compare how good you are at engaging others compared to your peers because it may give you some thoughtful insights.

- 1) Select your desired engagement digital platform
- 2) Identify 2 or 3 people as a benchmark
- 3) Record their post activity
- 4) Record the engagement (reactions, comments)
- 5) Observe the post type
- 6) Compare your own activity

3.1.3. Your engagement techniques

A simple way to engage people is to ask for small favors. Research shows if we ask a person for a small thing, this person will be more likely to respond in a positive way when you ask for a bigger favour. Review your social media posts and count how many times you have asked your network fellows for a small favour over the last month. The answer may show you where to start engaging others.

3.2. Engaging others can be challenging

3.2.1. Your network as a braintrust

Your Network IQ score shows that you probably reach out to your network only occasionally when you need information. In our post-truth era, the information promoted on your world-wide network may be fake, incomplete or wrong. Be careful not to take your network as your braintrust without reflecting whom you engage to get access to information.

3.2.2. Your pitfalls

Engaging others may be tricky if you are not a trusted network member. You seem to be quite sporadic about consciously and regularly building trust with your peers. Reflect on how it may be valuable to be more strategic about building trust.

3.2.3. Your shared value

When you get a piece of information you've missed, it probably takes you a bit of time to reach out to your network to find and validate the missing information. The more you reach out, the more clear it becomes who your sources are for information, what is the quality of information you get from these sources, and is it relevant for your needs. Be mindful. The fact that many people repeat the same information does not mean that it is true. It is good to have trusted sources of information. A trusted relationship is built over time. Reach out to your network on a regular basis to ask for information but also to validate it. This allows you to engage network members in an interaction which allows them to learn. A learning network is a more important network than a non-learning network. By engaging people in sharing information you build shared value of the network. As a consequence, your status in the network will go up.

3.2.4. Your productivity

Your Network IQ score indicates you have a limited sense when it's an appropriate time to engage others. Keep in mind, frustration is contagious. Like a virus it erodes productivity. When you try to engage people it can be perceived as nagging, begging, disturbing and distracting. It is difficult to engage the right people in the right way at the right time. Unless engaging them is meaningful, they are likely to become frustrated. Avoid engaging them if there is a risk you will waste their time. This is especially challenging when these virtual team members come from different cultures, not to mention that they work in different time zones. These are [the tips on how I learnt to make virtual 'teamwork' become an effective 'network'](#).

3.3. Engaging others may be fun

3.3.1. Your sense of playfulness

A sense of humour plays a big role when activating your networks. Beware: humor is highly sensitive and culture dependent. For example, whenever you share a goofy selfie, you may provoke comments you do not like as this photo may reach an unintended audience. There are

hardly any walls in the digital communication world and the right to be forgotten is not easy to execute in practice.

3.3.2. Your digital skills

Your Network IQ score indicates that you have reservations about learning new digital tools. These tools are a great way to engage others. There are easy to use data analytics tools which help you learn more about who you engage through social media, where these people come from and if this is strategic for you.

3.3.3. Your sense of humor

Based on your Network IQ when collaborating with people you seem to prefer face-to-face interaction. One reason may be that working in virtual, distributed teams often frustrates you. If this is the case, it is almost sure that it also frustrates others. In brief, you may be a part of a dysfunctional community. And yes, the change may start with you. Humour is a great way to alleviate tensions. Try sharing fun content at the right moment with the right message.

Self-Reflection

Date

Add the date.

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.

All you need to succeed is a smartphone and a network.