



# Network Centrality

## Social Quotient Personal Feedback Report

Name:

ID:

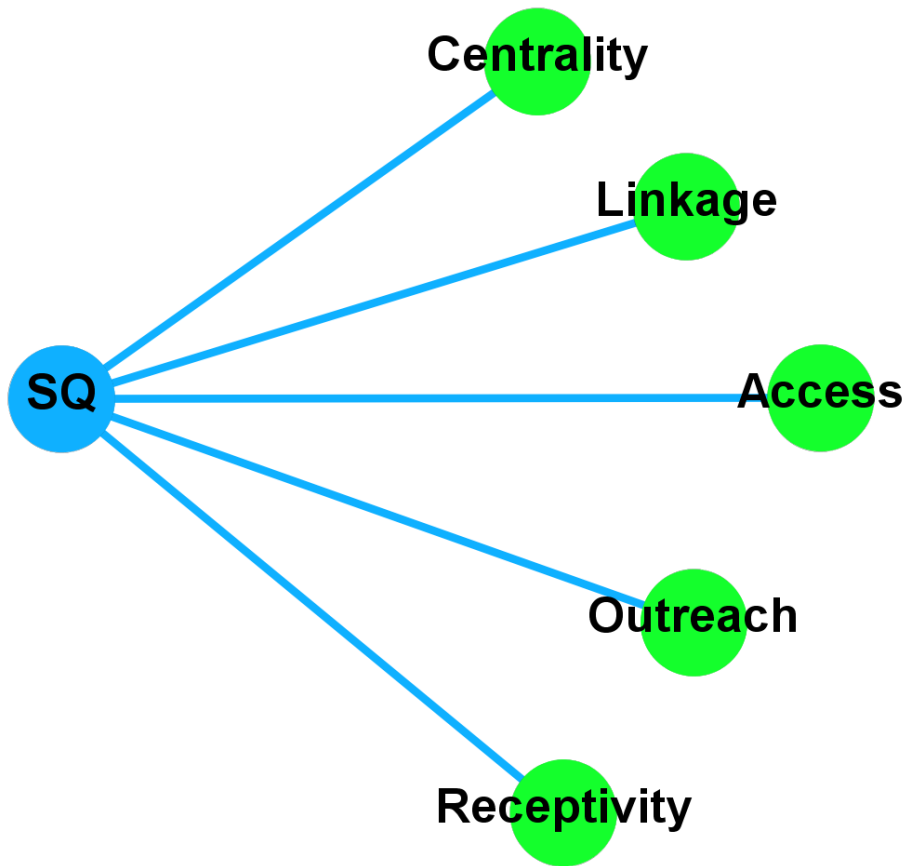
# Introduction

# Introduction

Network Centrality is a tool to graphically and statistically analyse the social relationships between individuals in an organization. In this Social Quotient (SQ) report, your own position in the organisation's communication network will be presented, as well as your scores across the 5 SQ metrics.

The Social Quotient is a measure of relational or social capital – how a person interacts with others in their organization, and how their interpersonal behaviours are likely to influence those around them.

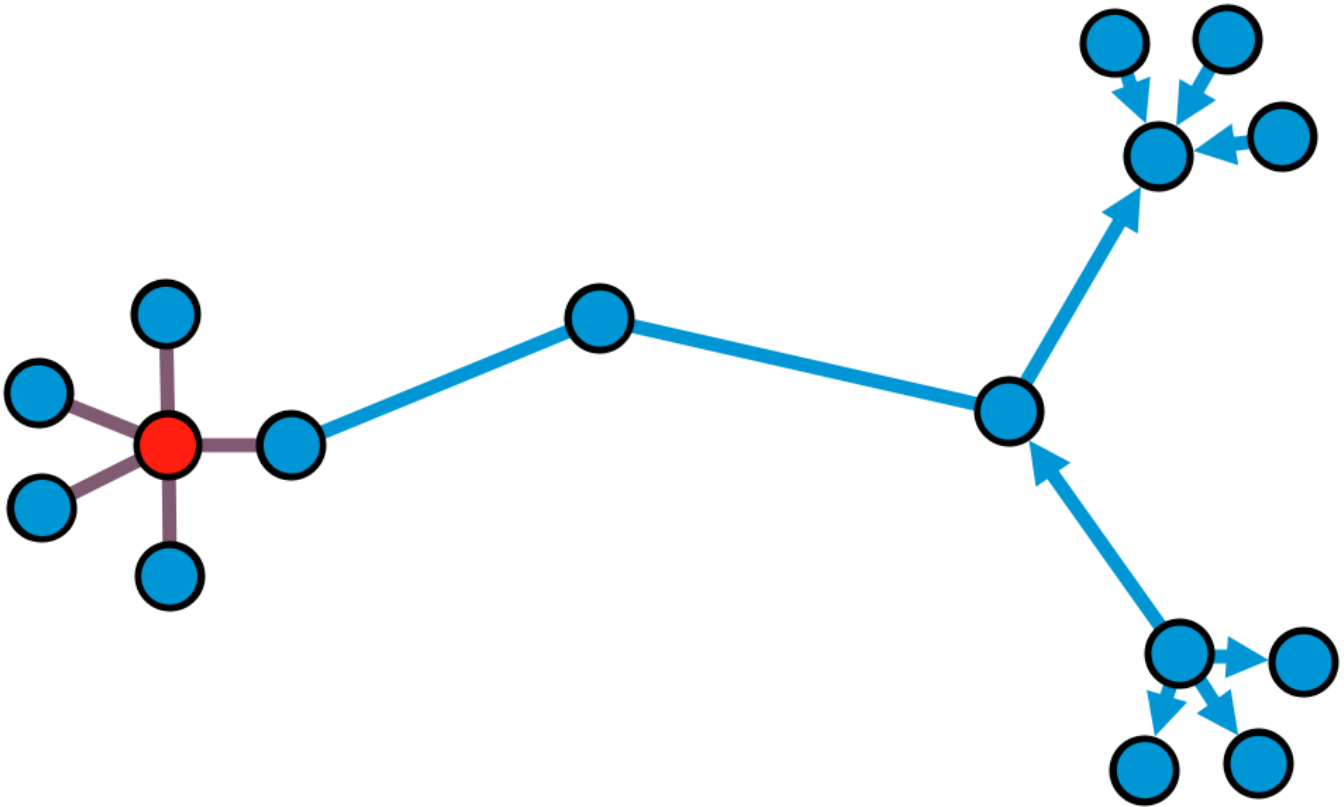
The 5 SQ metrics included in this report are: 1) Centrality; 2) Linkage; 3) Access; 4) Outreach; and 5) Receptivity. These metrics will be discussed on the following pages.



# Centrality

Centrality is a measure of how central an individual is to the whole social network. Individuals scoring highly on Centrality tend to be situated towards to the core of the organisational communication network, and have access to, and communicate with, a large number of individuals.

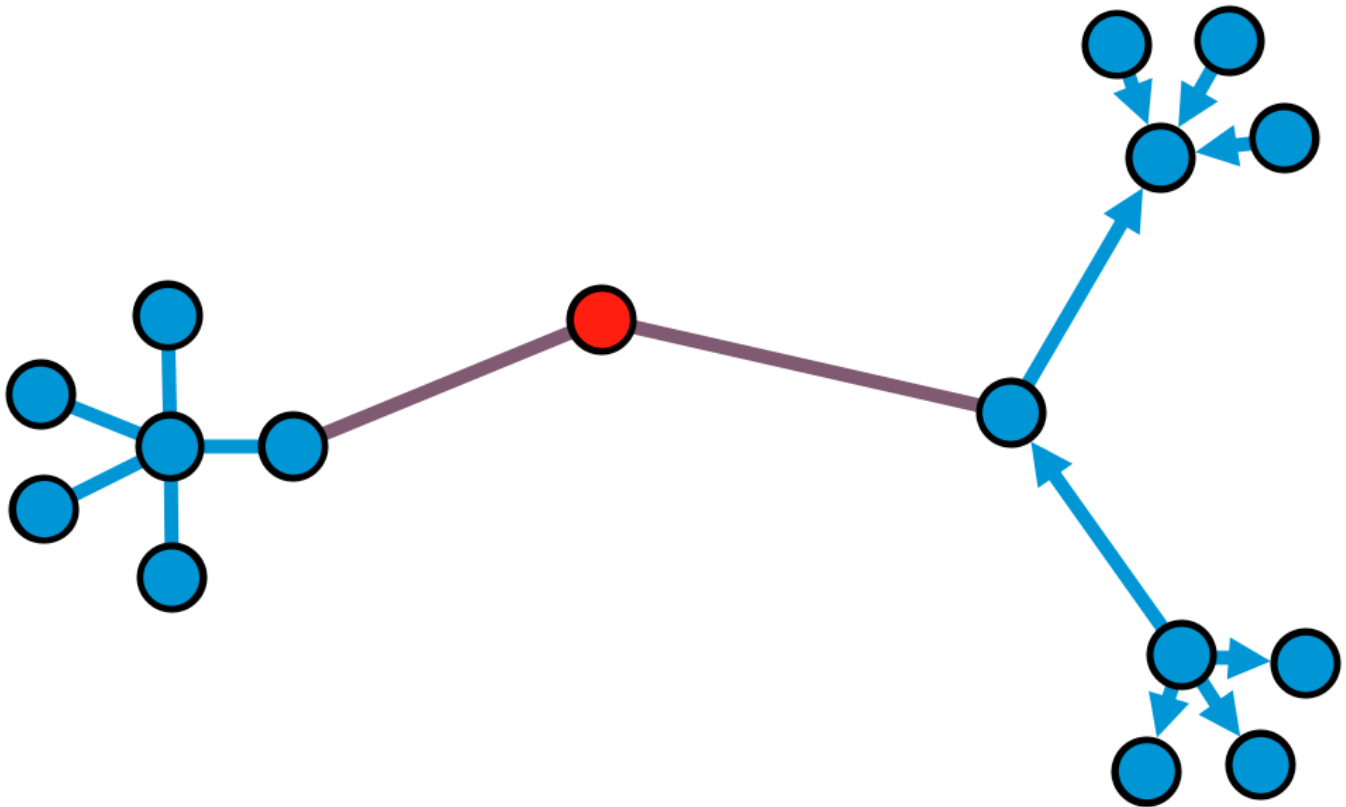
In the diagram below, an example social network is depicted – circles represent individuals, and lines represent communication relationships. In this diagram, the individual highlighted in red is an example of someone with high SQ Centrality.



# Linkage

Linkage is a measure of how much an individual connects disconnected groups or individuals in the communication network. Individuals scoring highly on Linkage provide communication channels between different departments and groups. As such, these individuals know who holds important information, how to access it, and how to distribute it.

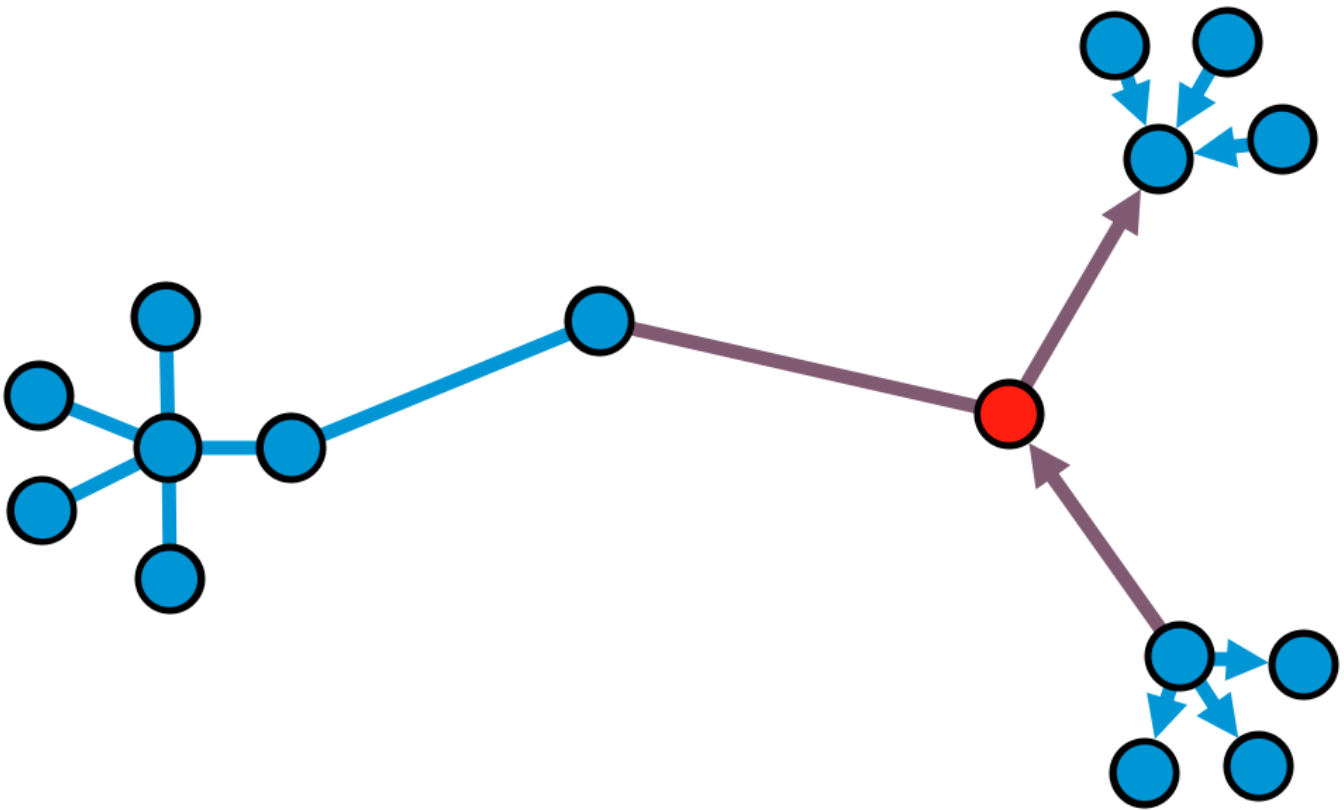
In the diagram below, the individual highlighted in red is an example of someone with high SQ Linkage.



# Access

Access is a measure of how much access an individual has to other individuals in the communication network. Individuals scoring highly on Access are able to rapidly and efficiently communicate with individuals across the organisational network, and may be able to exert influence over them.

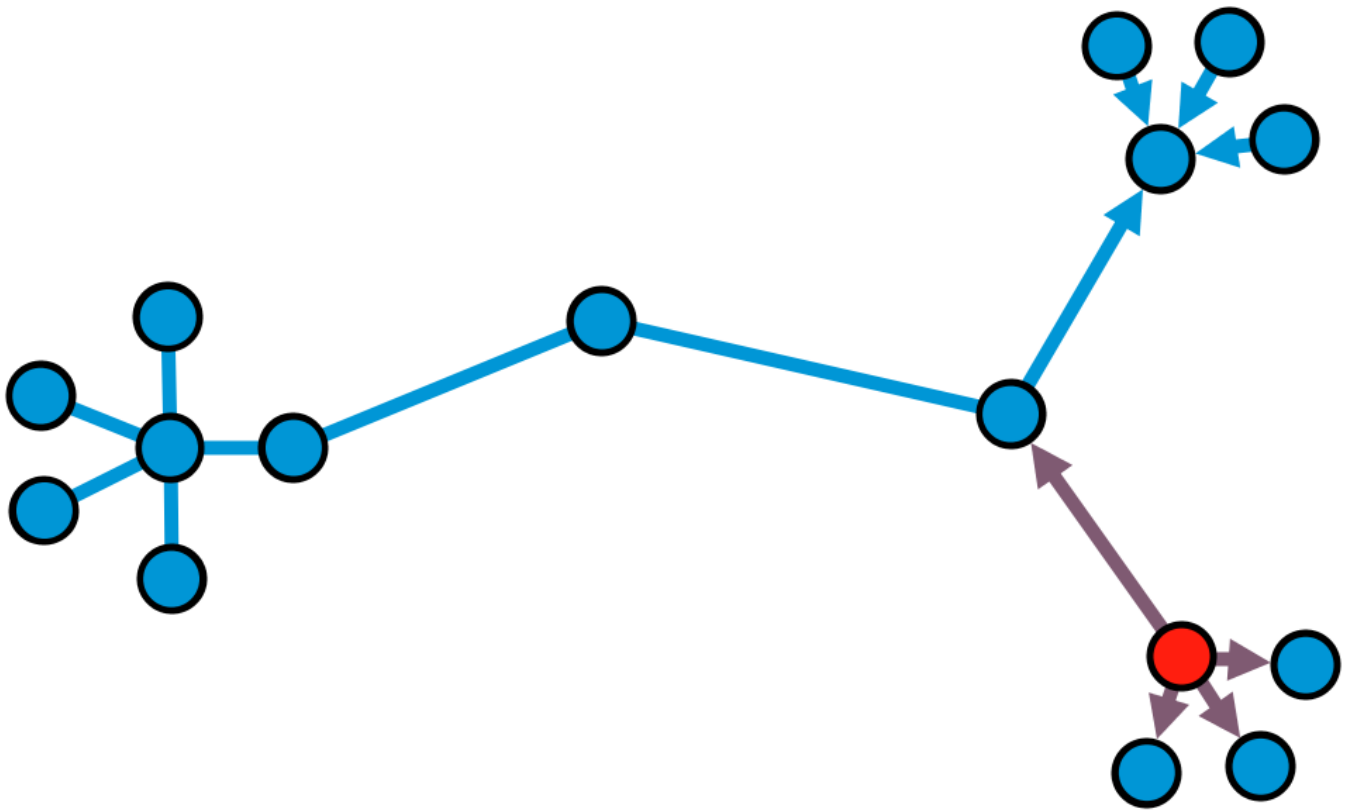
In the diagram below, the individual highlighted in red is an example of someone with high SQ Access.



# Outreach

Outreach is a measure of how much an individual reaches out to other individuals in organisation network to establish connections and communicate. Individuals who score highly on Outreach are often sociable and popular, and find it easy to communicate with disconnected or isolated individuals.

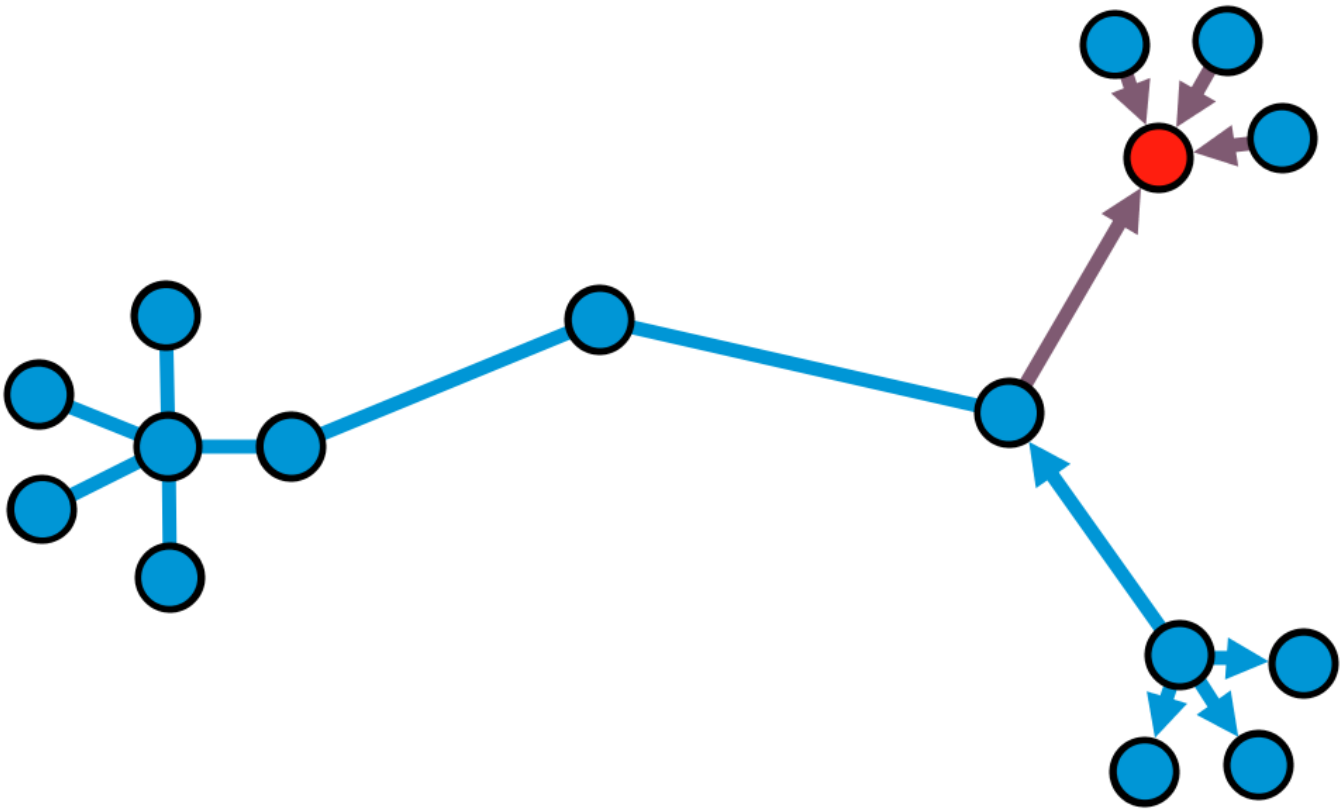
In the diagram below, the individual highlighted in red is an example of someone with high SQ Outreach.



# Receptivity

Receptivity is a measure of how much other individuals reach toward a particular individual to connect or communicate. Individuals high on Receptivity are highly respected and trusted for their opinion, advice and expertise.

In the diagram below, the individual highlighted in red is an example of someone with high SQ Receptivity.





# Network Position

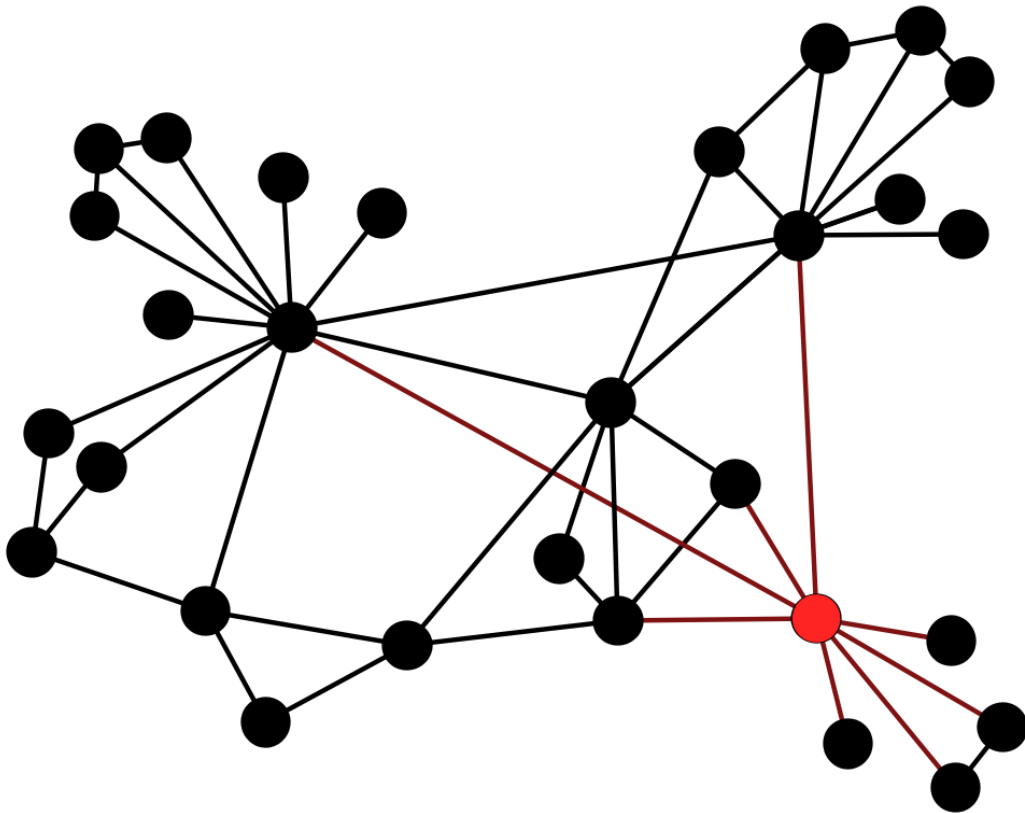


# Network Position

In the Network Centrality survey, you were asked to rate your peers, and your peers rated you, on a question related to communication:

**How often do you communicate with the following individuals about work related issues? (1 = Not often, 7 = Very often)**

The graph below is a composite social network graph of the rating scores for communication. Your position is indicated by the red circle, and your communication relationships with colleagues are demarcated as red arrows.

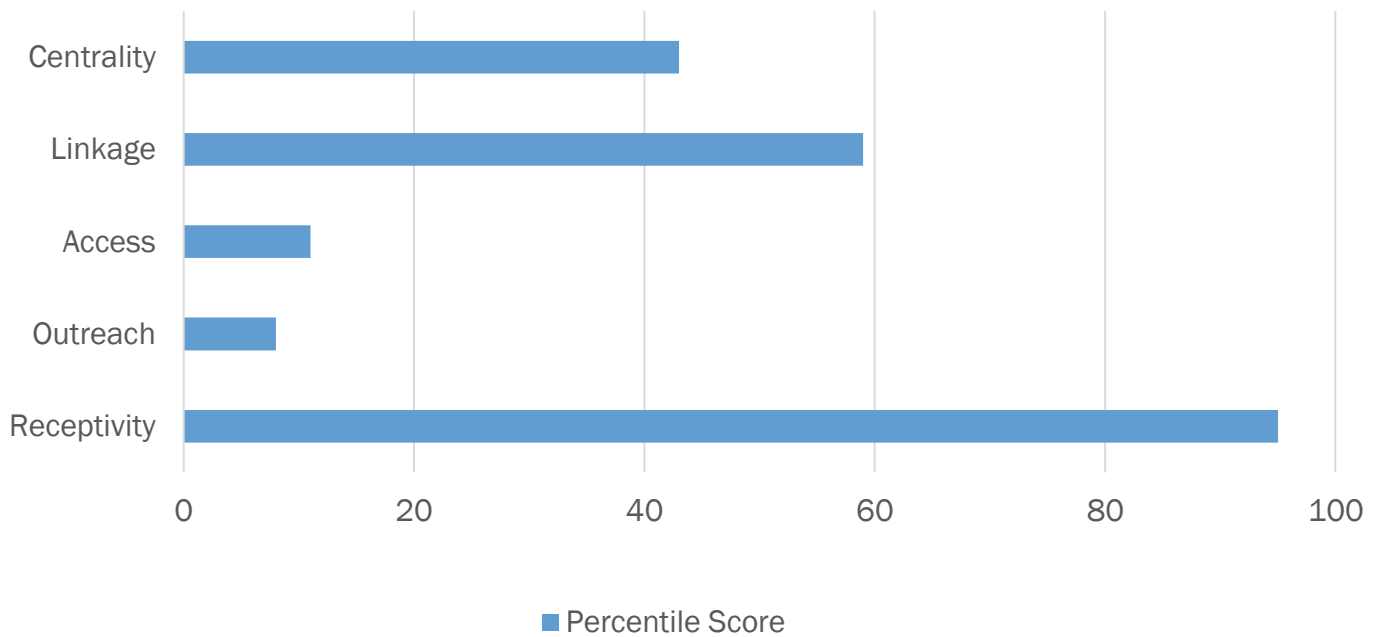


SQ

# Scores and Interpretation

# Scores and Interpretation (I)

## SQ Metrics



SQ Metric	Meaning	Percentile	Interpretation
Centrality	Centrality is measure of how central you are to the whole communication network.	43	Average
Linkage	Linkage is a measure of how much you connect and communicate between disconnected individuals and groups.	59	Average
Access	Access is a measure of how quickly and efficiently you can communicate with others across the network.	11	Low
Outreach	Outreach is a measure of how much you reach out to communicate with your colleagues in the network.	8	Low
Receptivity	Receptivity is a measure of how much your colleagues reach out to communicate with you in the network.	95	High

# Scores and Interpretation (II)

## Centrality

### Average

Your average Centrality score suggests that you are moderately centralised in the communication network. You may therefore be able to communicate with and influence some colleagues. Leaders who score within this range tend to be able to influence important decisions and actions within an organization when necessary; without feeling pressurized by colleagues.

## Linkage

### Average

Your average Linkage score suggests that you are moderately able to access information and communicate between separate groups of colleagues. This may allow you to find and access work relevant information held in the network when necessary. Leaders who score in this range may have access to different groups of colleagues in the network, without 'bottlenecking' communication or creating silos.

## Access

### Low

Your low Access scores suggests that you may not be able to access the edges of the employee network. This means will you will have less access to colleagues whom are peripheral in the network or otherwise difficult to reach. Leaders who score within this range may not know where the important information is in the employee network; and who can, and how to, access it. However, as they are further from the edges of the communication network, they may exert greater influence on colleagues they are immediately connected to.

## Outreach

### Low

Your low Outreach score suggests you may not always be willing to seek out and connect with your colleagues. This may restrict your ability to access and influence your colleagues, especially when important decisions or actions need to be taken. Leaders who scores within this range tend to find it easy to remain on the task at hand and free of distractions from others. However, they may also come across as introverted, and may not always appear engaged or enthusiastic in teamwork or group projects.

## Receptivity

### High

Your high Receptivity score suggests you are able to connect with colleagues when they initiate the interaction. This implies your colleagues trust in the feedback and guidance you can provide to them. Leaders who score within this range tend to feel pressurized by the demands and overreliance of others upon themselves. However, they tend to be exceptional listeners and advisors, whom are well respected by others and sought after for guidance.