The Art of Networking

NEMO Webinar with Anna Steinkamp
That’s me
Consultant for cultural cooperation, networks and strategic processes
Why me?

over 10 years of experience in UNESCO context

code-founder of global network of young experts

setting-up, facilitating, and advising diverse cultural networks

research on network governance of international networks
Your next 55min

- the phenomenon of networking
- networks in the museum field
- benefits and challenges
- coordinating networks

followed by Q&A
The phenomenon of networking
Organisational forms

- informal working groups
- bunch of like-minded people
- forums
- associations
- federations
- alliances
Characteristics of networks

- more flexible
- more dynamic
- adaptable
- incubator for change
- fluid membership
- quicker
- diverse
- little or no hierarchy
- little or no institutional structures
International (culture) networks

+ language diversity
+ geo-dynamics
+ geographically dispersed members
+ culturally diverse
+ scarce resources
My assumptions

Networks’ lifeblood is made of knowledge and communication

Networks’ most important resource is their social capital

…which is key for transferring, exchanging, generating knowledge and communicating.
Let’s dialogue
The art of networking

- individuals and/or organisations
- approaches and perspectives
- cultures

DIVERSITY OF

- interests
- personalities
- closed systems
Networks in the museum sector
At international level

- Visibility → International Museum Day
- Standard setting → Museum definition
- Raising awareness → Red Lists
- Agenda setting → Social role of museums
- Exchange → Meetings, publications
At regional level

ASEMUS
Asia - Europe Museum Network

• Specialised network of museums with Asian collections
• supports knowledge & staff exchange between Asian and European museums
• development of collaborative projects among member museums
At regional level

- Iberoamerican network
- Sharing knowledge and best practice
- Acts as observatory
- Offers training
At national level

Nation-wide associations of museums
Impact

• Speaking with one voice
• Code of Ethics in Museum is now a global standard
• International Museum Day results in worldwide activities
• Red List helps law enforcement
Personal growth

• Personal and professional development through exchange, training and travelling
• Broadened horizons
• New/more opportunities
• Community of practice and peers
Networks in times of crisis

• Wake up call
• Checking on each other
• Solidarity
• Boost for action and re-connection
Challenges

• Commitment / leadership
• Keeping dynamic high
• Resources
• Continuity
How to make networks efficient, resilient and sustainable?
In a nutshell

magic moments
trust
taking & receiving
being relevant
Network Governance

or how to coordinate networks – some hints

Six key parameters

- Vision (goal)
- Communication
- Resources
- Social capital
- Performance
- Coordination
Vision

• Why are you together?
• What is the common goal/causes you all follow?
• How do you reach this goal?
• Is there a (time) limit?
• What differentiates you from others?
Social capital

• How to be/become a member?
• What do members get?
• What do members give?
• Why do members are members (interests)?

“Part of being “we” is respecting the “me”.”

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Communication

• How do you want to communicate with each other?
• And how often?
• How do you want to be seen from outside?
• What do you need for that (channels, tools, information, knowledge, expertise)?

*Transparency and continuity creates trust*
Performance

• In accordance with your vision, resources, values? → coherence?
• Relevant to community?
• What can you do better together?
• And what can you do that others can’t?
• Impacts visibility, accountability, trust etc.
Resources

- What kind of resources do you have (financial, human, creative, ...)?
- What kind of resources do you need to perform effectively?
Coordination

How to you want to organize?

Coordinating office
Centralised governance

Members governed
Decentralised governance
www.annasteinkamp.de/network-governance
Questions?
Thank you for participating!

Get in touch
hello@annasteinkamp.de

Know more about my work
www.annasteinkamp.de