# 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

co-founder of global network of young experts

setting-up, facilitating, and advising diverse cultural networks

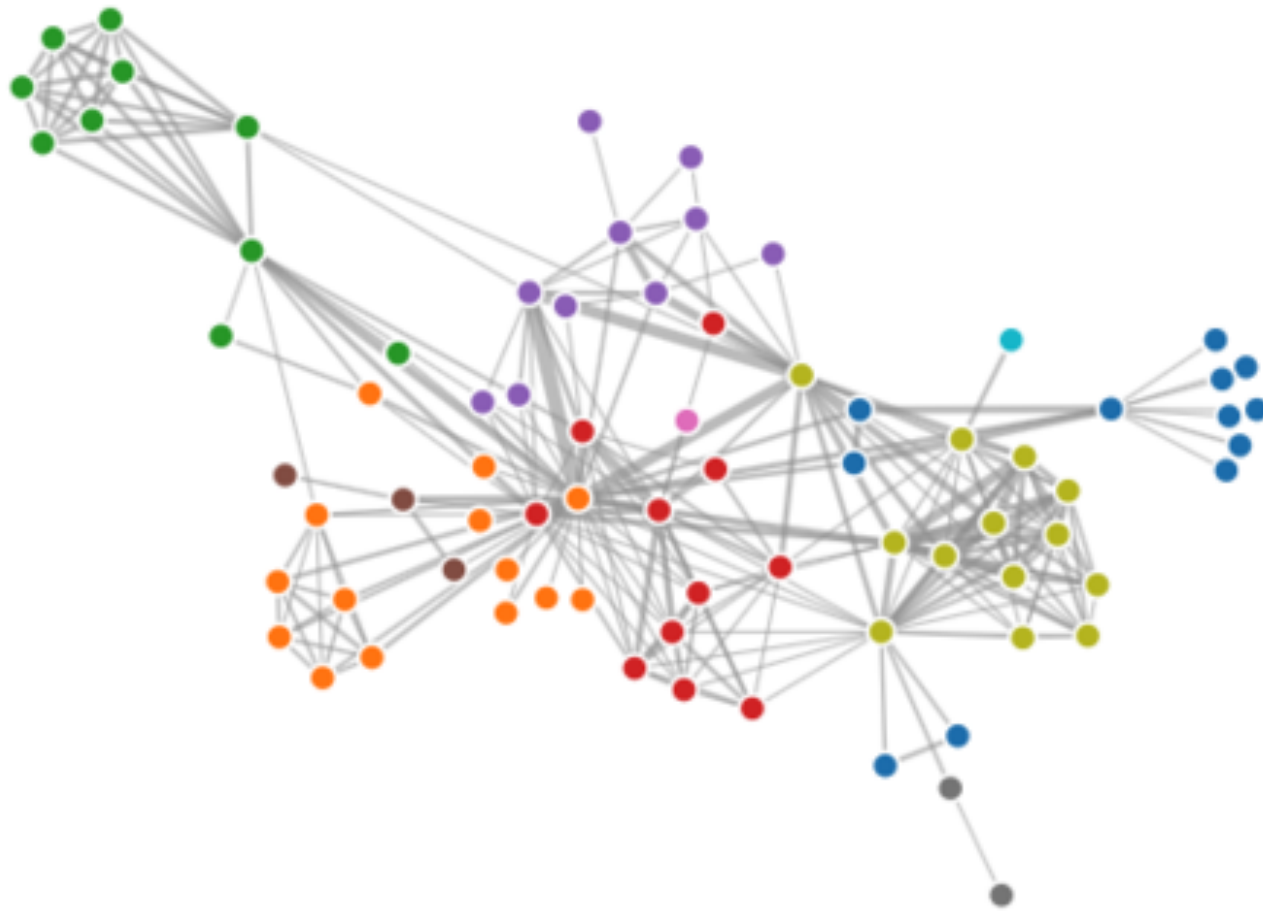research on network governance of international networks

# Your next 55min

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

followed by Q&A

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# The phenomenon of networking

# Organisational forms

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

# Characteristics of networks

more flexible  adaptable  more dynamic

incubator for change  fluid membership

little or no hierarchy  quicker  diverse

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



Museums have **no borders**, they have a network

- 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


**iber | museos | museus**

- 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
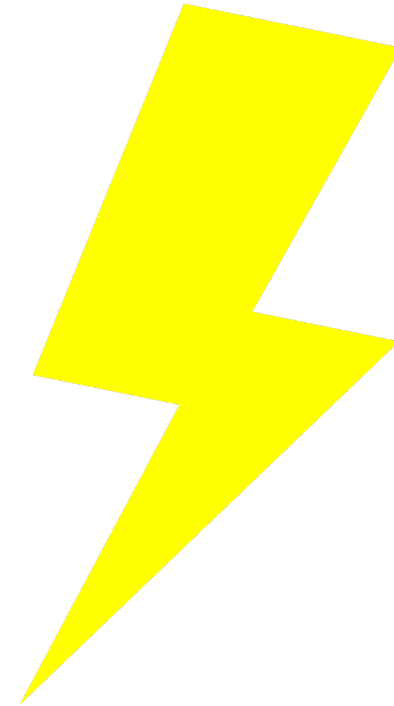
- Community of practice and peers

# Networks in times of crisis

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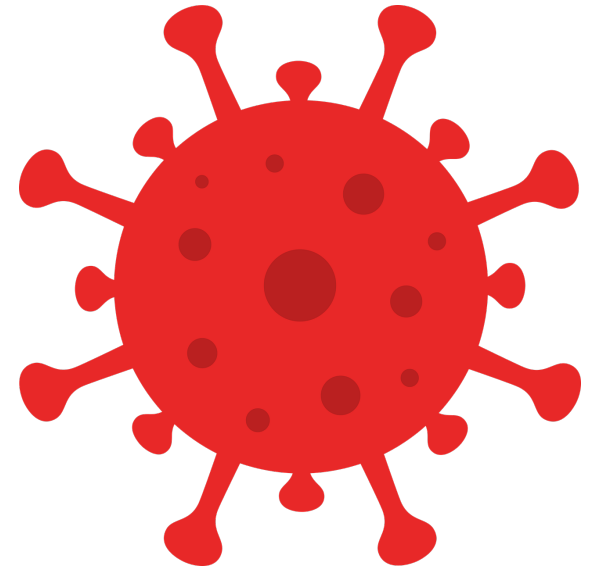
# Challenges

- 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"."*

# 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?

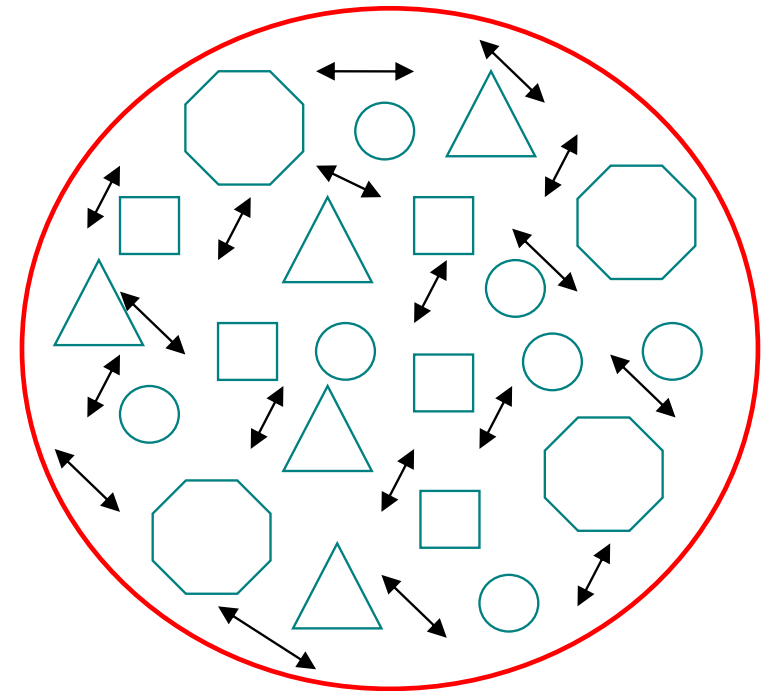- Impacts visibility, accountability, trust etc.

# Resources

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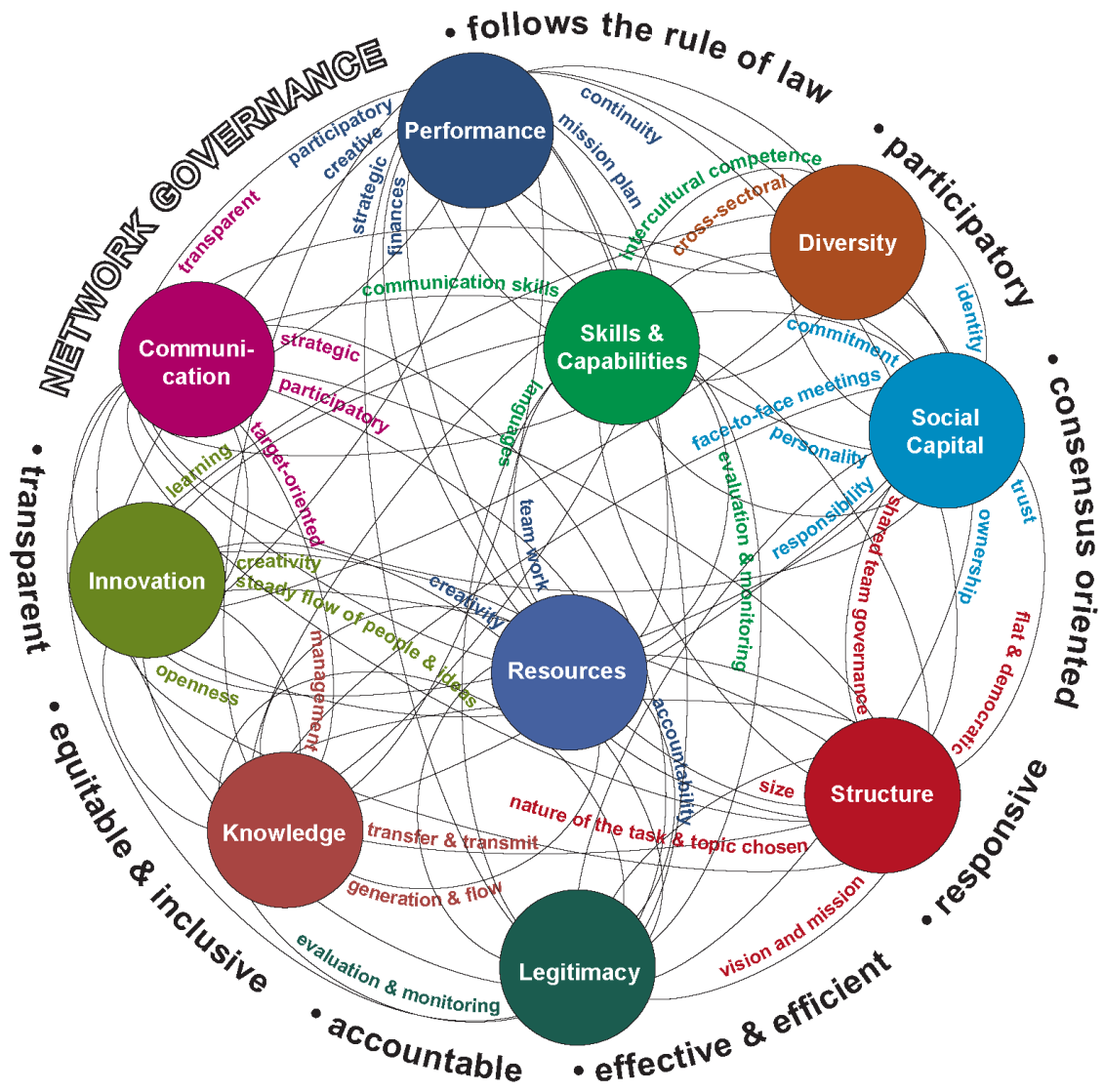- What kind of resources do you need to perform effectively?

# Coordination

How to you want to organize?
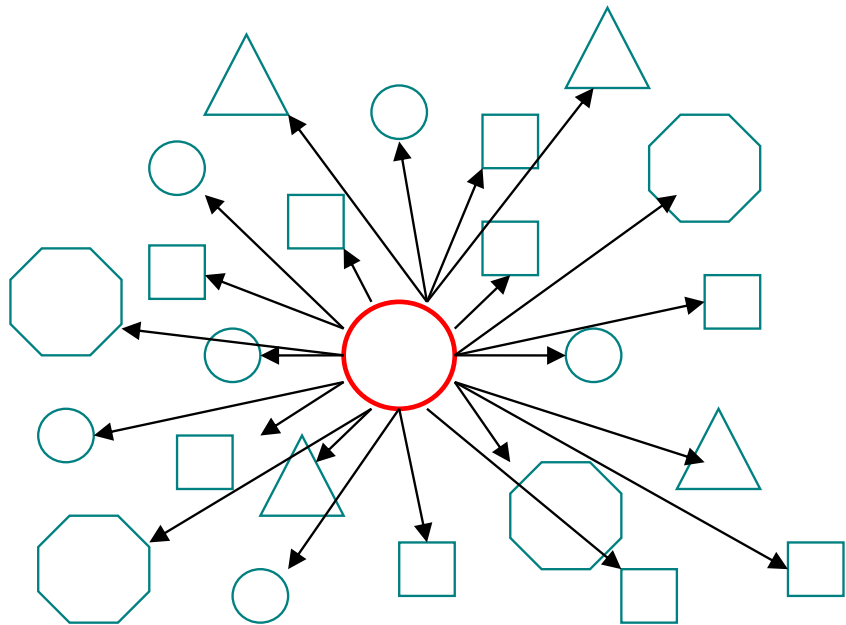


Coordinating office
Centralised governance

Members governed
Decentralised governance

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NETWORK GOVERNANCE

- follows the rule of law
- participatory
- consensus oriented
- responsive
- effective & efficient
- accountable
- equitable & inclusive
- transparent

Performance
Diversity
Communication
Skills & Capabilities
Social Capital
Innovation
Resources
Knowledge
Structure
Legitimacy

www.annasteinkamp.de/network-governance

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# Questions?

# Thank you for participating!

## Get in touch

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## Know more about my work

www.annasteinkamp.de