

# NETWORK SILOS TO BRAND HUBS.....



ann holman  
company

disrupt  
create  
originate

Silos....

Linear....

Ad networks not social networks....



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disrupt  
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originate

# Future of Leadership



Lets all calm down a little.....

FELD  
(1982)

PUTNAM  
(1995)

BURT  
(2005)

JOHNSON & MILLER  
(1973)

LIN  
(2002)

HALPERN

GRANOVETTER  
(1973)

BOURDIEU & WACQUANT  
(1991)



# We Know This?

- Social networks online simulate what's happening offline & vice versa
- People & groups who do well are somehow better connected (Burt)
- A business model based on network size will be inefficient, dramatically so
- The value of a relationship is defined by its density & intimacy
- Brokerage and closure need to work together

# Closed Networks.....



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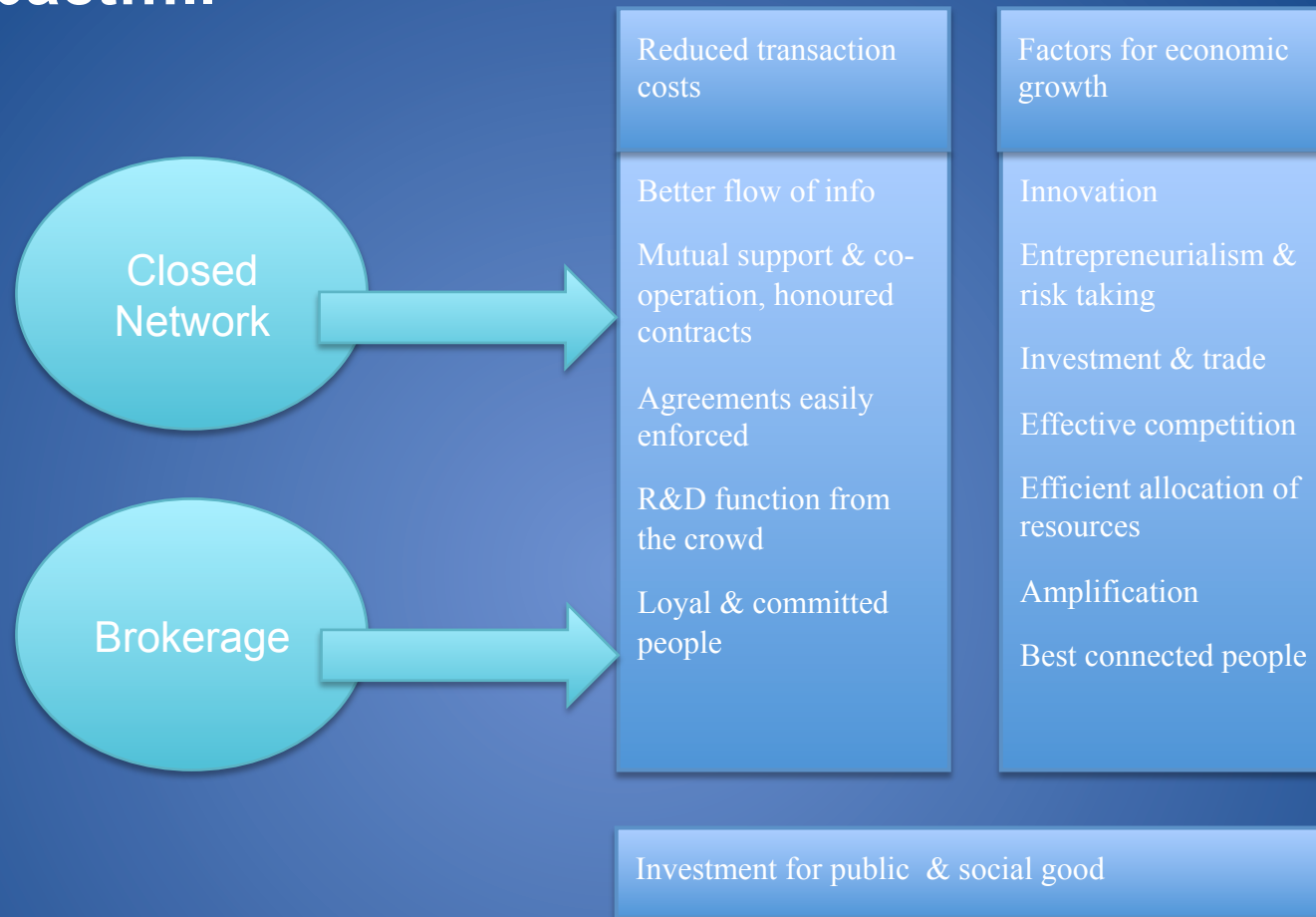
# Brokerage.....& Structural Holes



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# The Impact.....



Adapted from Halpern (2005)



# An Experiment.....



RANDOM



Sooooo.....

“Program or be programmed.”

(Douglas Rushkoff)

