How to Build and Map Social Capital and Why it Matters
How to Build and Map Social Capital and Why it Matters Outline

- 5 mins: intros of team and participants
- 20 mins: social capital yarn activity - 10 mins activity 10 mins debrief
- 20 mins: what is social capital, why it matters, building and mapping it
- 15 mins: building quality relationships - 7 habits handout
  - Deep listening exercise (5 mins practice then 10 mins debrief)
- 10 mins: Open time for Q&A
- Wrap up and get a new date
  - Share ways to stay engaged (social media, Alkhemy, CELP, events)
  - Coffee date!
Intros and Yarn Activity (20 mins)

- Share 1 passion and 1 skill...raise your hand if you have it in common!
KI/Scarabys definition and examples

- Examples from group of opportunities accessed and provided through relationship
- Our definition of social capital - the breadth, depth and health of your relationships
- Relational vs Transactional - prioritizing your actions and values on relationship building over creating opportunities for transactions
- Examples from our work
  - CCFI
  - KI Youth Interns Asli & Ajani [https://www.youtube.com/watch?v=A-lEy7l8HnU](https://www.youtube.com/watch?v=A-lEy7l8HnU)
  - Boston Impact Initiative
“If you want to go fast, go alone. If you want to go far, go together.”  - African Proverb
The collective Value of Social Networks

“It is about connections; it is about relationships. The social networks and the norms of reciprocity and trustworthiness that arise from them”

Robert Putnam—Bowling Alone
Mapping concepts and tools
Differences in Ties

- **Strong Ties**: Intimate, friendly, warm. Usually friendships. See one another often, anywhere from a few times a month to every day.
- **Weak Ties**: Formal, situational, restricted. Usually acquaintances, work friends, old schoolmates, etc.
Strength in Weak Ties

- Strong ties have their value, can be used to foster healthy partnerships, create the backbone of communities, etc.
- However, weak ties have the most opportunity for diffusion and community building.
- Weak ties are the “best” ties in network science.
Mapping tools

- George’s tool
- Social Capital Tree
- Free and paid mapping tools available online
  - Social Network Visualizer: https://socnetv.org
  - Partner Tool: https://VisualNetworkLabs.com
Deep listening exercise and breakouts
(15 mins)

- 7 Habits and Deep listening handout
- Define, practice in pairs, share
Stay Engaged!
Coffee date :) 

- Social Media for Kheprw Institute, Scarabys Consulting, Purdue Extension
- Events!
- Pilot.kheprw.org
- George Okantey’s leadership trainings - CELP
- Coffee Date! Turn to somebody you don’t know and set a date for coffee just to learn more about each others’ stories