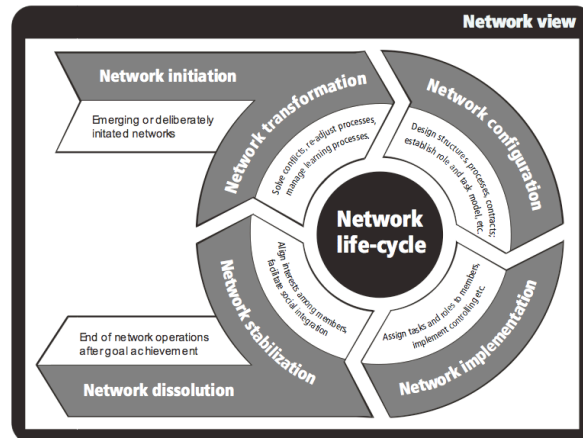


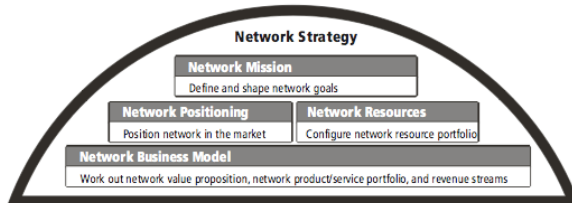
Initiation: The network view



Issues in the initiation phase

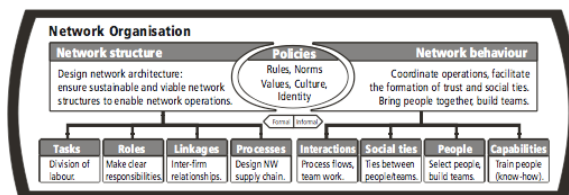
- What is the business idea for the network?
- What is the aim, what the scope of the network?
- What are the boundaries / required network members?
- What are the criteria for member selection?
- What is the targeted level of diversity or complementarity?
- What are the comparative advantages of a network arrangement compared to internal solutions, a merger or market relations?

Building blocks: Network strategy



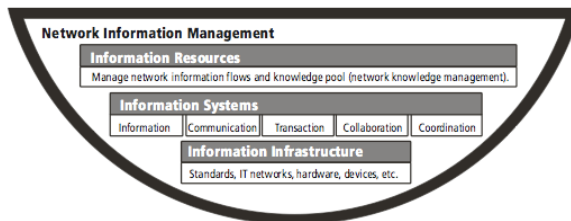
- Define the mission and scope of the network
- Define the position and the available resources
- What is the business model of the network

Building blocks: Network organization



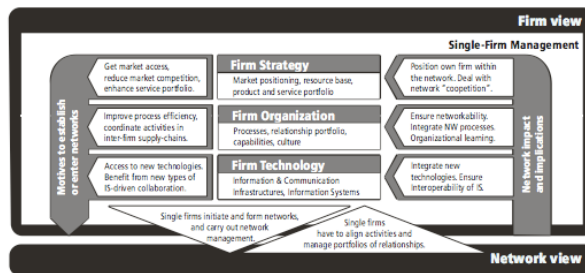
- Spell out the linkages in terms of tasks, roles, type of linkages, processes
- Roles:
 - Network facilitator
 - Network coach
 - Network broker
 - Performance manager
 - Order manager
 - Auditor or mediator
 - Standards manager

Building blocks: Information management



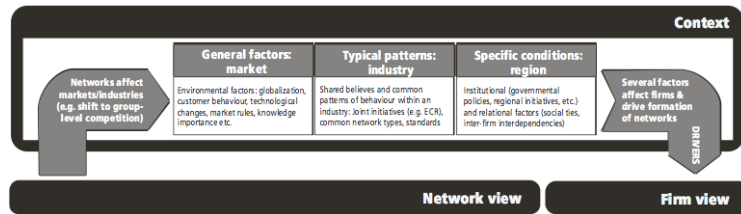
- Make the necessary technical resources available
- Setup / design the information systems and infrastructure

Building blocks: The firm view



- Relevant for inter-company networks
- Align firm strategy, organization and technologies with the network design
 - What is the strategic motivation to join a network?
 - Is your organization ready?
 - Do you have the tools in place?

Building blocks: The context



- What is the network context?
- What are the general drivers in your market, are there typical patterns in your industry, are there special regulations in place?

