Organizational Network Analysis (ONA)

Discover informal leaders!

What is ONA?

The ONA Model, developed based on many years of experience in research, determines the **critical employee segments** and discovers **informal leaders** (**influencers**) in your organization.

Why is it important?

For successful change management,

the workplace culture, the level of trust and employee engagement play a crucial role.

ONA:
- determines whether **employee engagement** is an enabler or a barrier.
- reveals whether there is **resistance to change.**
- identifies **influencers** that will become a role model in implementing change programs.

The ONA Model was used:
- to persuade the indecisive in political campaigns
- to manage crisis and strike negotiations
- to ensure critical community engagement

Now, a portion of ONA is integrated into our **Agilibility Index** to ensure the highest team performance.

How does it work?

Critical Segments

Detractor	Reactor	Retained	Supporter	Activist
😠	😔	😐	😊	😃
6%	14%	16%	64%	44%
• **Susan**	• Jack	• Sam	• Mike	• Mike
• Simone	• Daniel	• Jade	• John	• Kyle
• Nobody	• **Susan**	• Kim	• **Susan**	• **Susan**

① We define **critical employee segments**.

② We identify **organizational network & informal leaders** (e.g. Susan) who are trusted by all employees - regardless of their engagement level.

All these insights can be gained through only three questions.

The **ONA model can be customized for external stakeholders as well** (such as reactor-customers, supporter-customers, etc.).

Is there a resistance to change in your organization?
Let's implement our ONA Model. Reveal critical segments and social leaders that drive change!

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