

## Assignment Guide: Discovery Task – Idea Networking

### Summary

To expand your thinking about the problem you are working on, identify and meet (in-person, online, or teleconference) with an individual who can expand and contribute to your ideas, but also someone with whom you do not interact regularly. Please be bold and ambitious for this assignment. You will select this person strategically, based on principles you collect from the readings. The objective of this task is to stretch you in terms of the type of networking you do and to help you gather novel and useful ideas that are pertinent to your problem. **You will then write and submit an APA-formatted report, 3-4-pages (excluding title page, references, and appendices), in Microsoft Word format using 12-point, Times or Times New Roman font.**

### With Whom to Network

- First, to help you think about rationale and criteria for selecting someone, review readings from the “Networking” unit including the chapters from Ibarra and Hargadon. Distill from these chapters practical principles to help you make strategic decisions about with whom to network.
- Then review the other materials for this unit (Chapter 5 in Dyer, Gregersen and Christensen and the Johnson video, Where Good Ideas Come From) to see if you can add to or support the principles you have developed.
- Use the resulting ideas/principles that you glean from these materials as a guiding strategy for identifying and pursuing an individual to network with for this assignment.

### What to Talk About

Work out your own agenda. You may want to get input from your instructor and classmates. Each person’s agenda will be different and everyone’s conversation may evolve differently. In case helpful, here are some basic/general tips to keep in mind as well:

1. In all of your interactions be super gracious and respectful of their time.
2. Acknowledge your purpose - you are interested in their expertise and ideas.
3. Stay focused – your goal is to elicit ideas and insights into your problem situation – whether you address this directly with them or take a more indirect approach.
4. Consider ending with Professor Adlai’s tips: a) ask them to identify another person that you should meet with and b) ask them if there is anything you can do for them. (Of course, only ask these if you intend to act on them).

### Report Content

In your report for this assignment, address the following three items. Be thoughtful and concise in your writing in order to adhere to the page limit. Use these **items** below as sections in your paper:

1. **Summary** of your selection strategy (brief) – What principles did you use to select the person? Be specific and cite principles and ideas from the readings and include reference list.
2. **Highlights** from the conversation(s) (brief) – Give a sense of how it went overall and then a couple examples of the best or most interesting parts.
3. **Key Insights** that resulted from this networking activity (longest section of paper) – both general insights and specific insights or ideas that informed your problem.

Include handwritten notes/jottings that you produced throughout the activity (copy, or scan and insert into the report) as an Appendix. Refer to the **Taking Field Notes** Assignment Guide. **Be sure to submit ONE document that includes the field notes.**