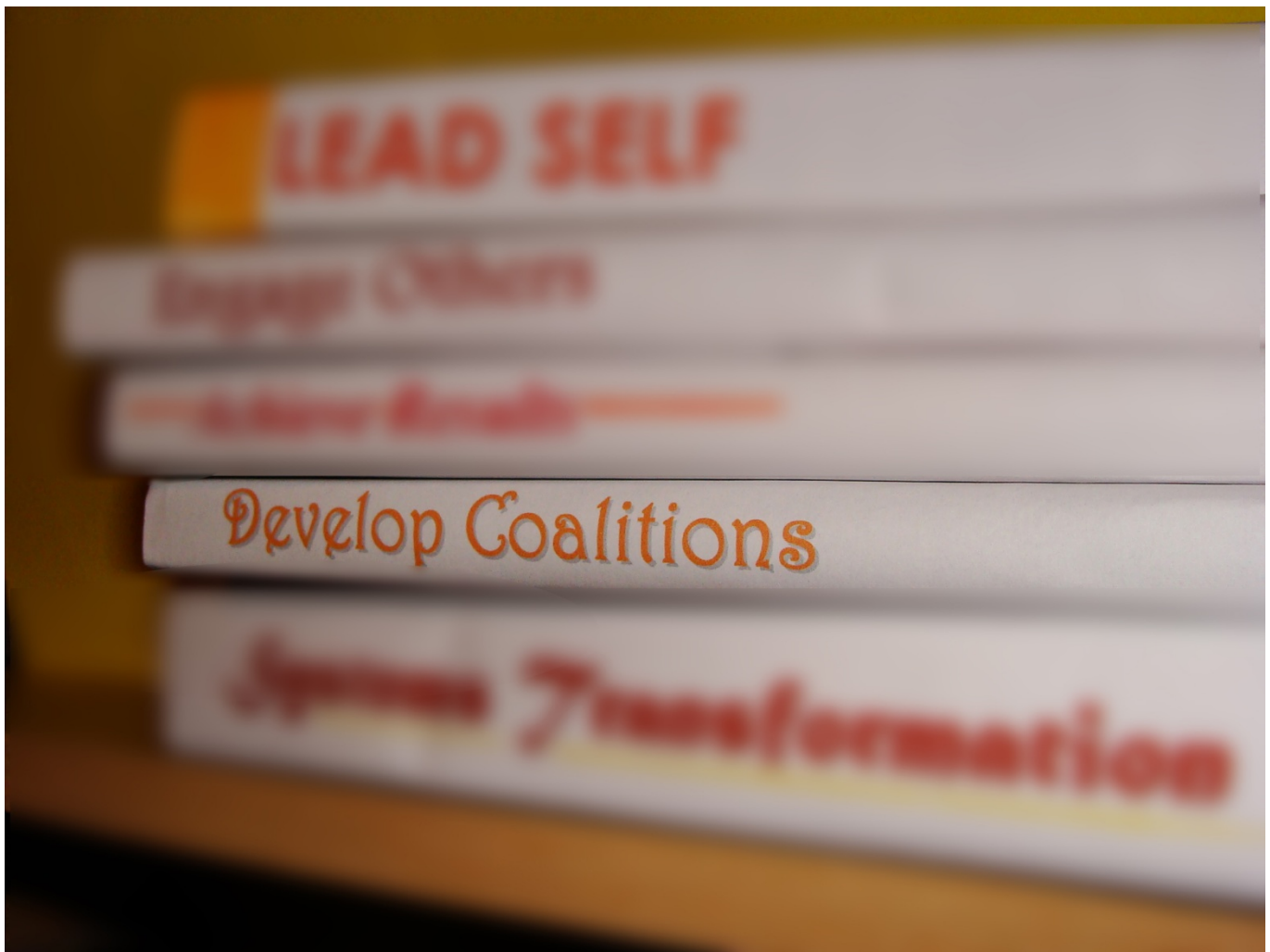


## *Develop Coalitions (Byte 13)*

### **Purposefully Build Partnerships and Networks to Create Results**

The ability to build partnerships and mobilize networks increases the circle of influence.

The leader who is able to purposefully connect all aspects of the work is able to build organizational capacity and sustain efforts toward a shared vision.



## *DEVELOP COALITIONS (Byte 13)*

### *E-mail Question: Do you understand networks and how everything in medicine is connected?*

Networks are everywhere and social network theory is now on the minds of health practitioners. In order to create trustful and meaningful communication within and among organizations, leaders need to be aware that networks are more important than the individual entity. Studying networks has been shown to be useful in many health related areas, some of which are obesity, syphilis, HIV and influenza. Social network knowledge and understanding has been used in stemming an outbreak of early syphilis in San Francisco demonstrating that the network behaves in ways that can be theorized, modeled and predicted. The leader's task is to learn how to recognize these often informal and elusive networks so that they can consciously create connections and ensure that knowledge flows to those closest to the action. The Public Library of Science (PLoS) editorial, using examples from the field of medicine, illustrates how information flows through social networks as well as highlights the important place that social networks play in helping leaders take action and in some cases stopping epidemic outbreaks. The editors contend that everything in medicine is connected.



The PLoS Medicine Editors. (2008). It's the Network, Stupid: Why Everything in Medicine Is Connected. *PLoS Med* 5(3): e71.

Appendix X: <http://medicine.plosjournals.org/perlserv/?request=get-document&doi=10.1371%2Fjournal.pmed.0050071>