
Social Capital: Elevating Relationships and Results

Know Your Neighborhood

"Working at State Farm, you're part of our neighborhood, a passionate group of individuals driven to create possibilities.

...A community of good neighbors who want to do right by our customers and make a difference in people's lives."

I mentioned in the introduction video that social capital will never be a line item on a P&L. But those organizations and individuals who place a high value on it tend to have higher engagement (internally and externally), and stronger organizational performance.

If social capital is the engine of organizational engagement and performance, the quality of your relationships is the fuel.

The stronger your neighborhood, the higher impact you can have.

While we may know this on a certain level, most of us don't invest the time to examine our networks. We don't assess the relationships that we have and their strengths, or identify the relationships we need to build.

The "why" behind this pre-work is help you begin assessing your network, in advance of our time together. We'll continue this work during our session, and it will also become part of your action plan.

To complete this pre-work:

1. **Create a brainstorm list of the top internal and external connections where you require strong relationships/high social capital.** Your internal connections are an example of bonding and your external connections an example of bridging (more on this during our session). It's ideal to have at least 5-10 internal and 5-10 external, but don't let that limit you!

This is your opportunity to get creative. Use your employee directory, DDC, contacts database, LinkedIn, or other social media avenues.

2. **Capture their name, their role, and note why these connections are considered a top relationship to have.**