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Organising in networks



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Soloists are finding it harder and harder to hold their own on the market. Especially small and mid-sized companies need to network to stay competitive. Networks are an important alternative to mergers. They become more important, the more complex and dynamic an industry becomes, and the more it relies on information and knowledge.

The advantage of networks is that the sum of the characteristics of individual players does not yield the characteristics of the whole. Through processes and relationships between the individual parts, new characteristics and advantages ensue, which could not have been created by individual players. And the characteristics and advantages of the individual players are never lost in networks.

Many occupational groups and sectors use networks to shape their organisations. Network organisations exist for doctors' clinics, lawyer societies, consulting networks and architecture firms. The individual parts remain highly autonomous in all areas of their professional activity. The network steps in when it comes to learning, marketing and resource sharing. Networks are common and an important form of organisation for professional organisations.

Network organisations and co-operations are the answer to shaping organisations if it does not look like hierarchical and dirigiste organisation structures will work very well.