Know your Tribes

Every organization has a formal structure, and several informal networks – the "Tribes". These tribes are the social glue of the organization and determine its unique behavior characteristics – its way of working, response mechanisms and culture.

Understanding these tribes, their underlying fabric, their leaders and their mode of operation uncovers unique insights that are vital in effectively managing organizations in today's rapidly evolving market environment.

In their book, *Tribal Leadership*, authors Logan, King and Fischer-Wright describe a rigorous ten-year study of approximately 24,000 people in more than two dozen corporations, to refine and define a common theme: *the success of a company depends on its tribes, the strength of its tribes is determined by the tribal culture, and a thriving corporate culture can be established by an effective tribal leader.*

"Every member of the tribe knows exactly how to succeed and what each person must do to make the tribe effective," they write. "That's the promise of tribal strategy."

Indeed, these tribes are more powerful than teams, companies, or even CEOs, and yet their key leverage points have not been mapped—until now!

Fortunately, we now have the technology and tools to effectively identify and map tribes within organizations, understand their workings, and identify tribal leaders. Some organizations have already seen the light – and are leveraging this to better manage their teams, identify emerging leaders, motivate individuals, and foster culture.

Of course, this is only the beginning – as ONA (Organization Network Analysis) methods become more ubiquitous, their benefits will multiply…and usher in a new era of management philosophy!