

Social capital: your untapped goldmine.

Leaders understand that social capital is the backbone of innovation, productivity, engagement, and overall wellbeing in the workplace.

Social capital binds individuals into cohesive work communities, fostering trust creating an environment where teams operate at peak efficiency. It ensures that information flows seamlessly, decisions are made collaboratively, and everyone is aligned towards common goals. It not only combats isolation but also drives effective working, ensuring every team member feels integrated, valued, and empowered to contribute at their best.

Social capital also acts as a bridge, connecting individuals across diverse groups. By interacting outside your immediate circle, not only do you become adept at communicating across different knowledge spheres, but you also gain fresh insights. This cross-pollination of ideas amplifies innovation, as you merge external knowledge with your team's expertise. In this case, social capital is a catalyst for groundbreaking ideas.

Microsoft Viva Insights includes two metrics focused on each of these two sides of social capital to make collaboration measurable.

Organizational data insights include social capital metrics that take a person-to-person perspective to measure relationships within a company. We refer to the bonding- focused metric as '**Strong Ties**' and the bridging- focused as '**Diverse Ties**'. These strong and diverse ties provide insight to business problems for top leaders.

Strong ties

The presence of strong ties can nurture a sense of belonging, support, and trust, as well as facilitate knowledge-sharing and problem-solving. In a corporate setting, strong ties exist when any two people in an organization collaborate with each other in meetings or through email and chat and also share a common network. Visibility into this aspect of social capital in your organization can help you in several ways, including:

- Alleviate employee isolation
- Streamline knowledge transfer and learning
- Optimize new employee integration
- Validate and implement innovation
- Facilitate large-scale changes

Diverse ties

Diverse ties facilitate information flow and can expose individuals to new ideas, insights, opportunities, challenge their assumptions, and stimulate their creativity.

Diverse ties exist when any two people in an organization collaborate with each other in meetings or through email and chat but otherwise have separate networks. Visibility into this aspect of social capital in your organization can help you in several ways, including:

- Connecting different communities of expertise to facilitate cross-platform innovations.
- Promoting cross departmental teamwork and knowledge exchange.
- Facilitating mentorship across departments and hierarchies and creating a more inclusive environment.
- Identifying new market opportunities and strengthening the partner ecosystem.

Organizational network analysis isn't just about understanding your organization. It's about comprehending how every individual is growing and building connections that fuel innovation and success.

This data-driven approach helps provide insights into the programs and initiatives that could be most impactful for your business to foster ideation, knowledge sharing, and team collaboration.

Microsoft Viva Insights can help leaders better understand how their organization is networking, identify key influencers, and create opportunities to optimize performance.

Privacy by design

Viva Insights includes built-in safeguards like de-identification, aggregation, and [differential privacy](#) to protect individual identification.

Learn more about Viva Insights privacy at: [Employee Privacy and Data Protection](#)

“As organizations face uncertainty and change, company leaders need visibility into how work is evolving and how changes are affecting the people whose creativity and innovation will propel their business into the future.”

Jared Spataro, Microsoft CVP, Modern Work & Business Applications Marketing

Read the [ONA ebook](#) to learn more.



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