




Network Impact developed the **Connectivity, Alignment, Production** framework (CAP framework) to help network builders think strategically about network design.

Lower Commitment, Trust



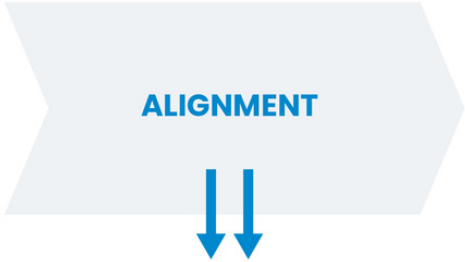
CONNECTIVITY

Information

All networks start with connectivity linking people and organizations to each other. Some networks end there; their "mission" is simply to connect. Others, however, develop alignment among their members.

The diagram for Connectivity shows a light blue arrow pointing right with the word 'CONNECTIVITY' in orange. Below the arrow are two orange arrows pointing towards each other, one above and one below.

Higher Commitment, Trust



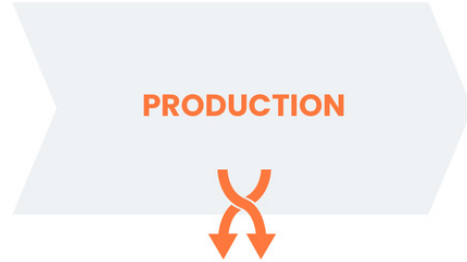
ALIGNMENT

Identity

The three general types or stages of social-change networks have different attributes. Alignment occurs when network members strongly share a sense of identity, norms and language and/or a value proposition. Alignment can be an end in itself for some networks.

The diagram for Alignment shows a light blue arrow pointing right with the word 'ALIGNMENT' in blue. Below the arrow are two blue arrows pointing downwards.

Higher Commitment, Trust



PRODUCTION

Initiative

Connectivity and Alignment are essential elements in the development of a production network. Production is what networks do when their members work to accomplish something together.

The diagram for Production shows a light blue arrow pointing right with the word 'PRODUCTION' in orange. Below the arrow are two orange arrows that cross each other, one pointing down and the other pointing up.