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

**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.

**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.

**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.