

# The Indispensable Librarian

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**BatesInfo.com**

**10 Sept 2014**

# [ QUICK POLL ]

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**How much value does the library add for your organisation?**

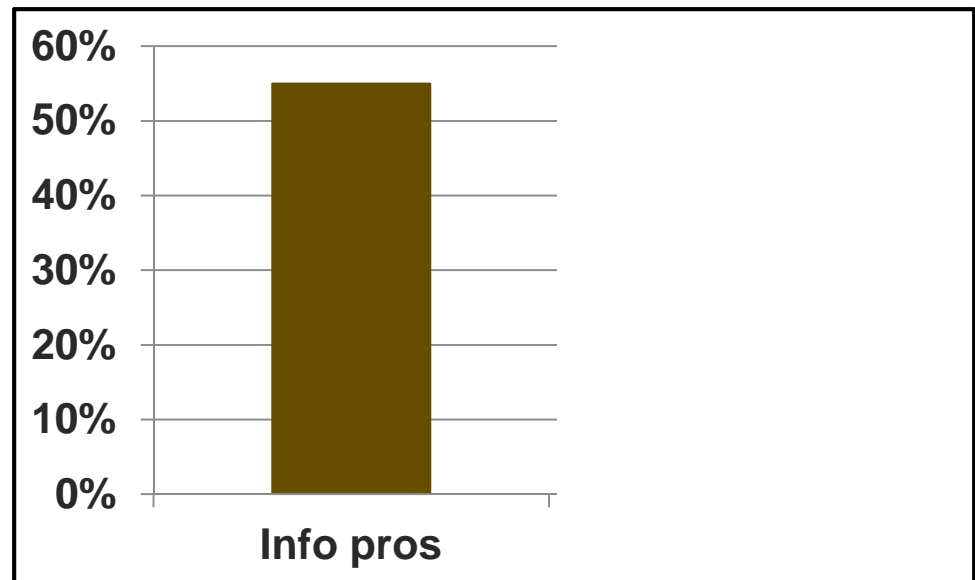
- **Not much value**
- **Some value**
- **A lot of value**
- **I don't know**

# [ ARE we adding value? ]

Do info pros add  
“a lot of value”?

Info pros:  
**55%** say yes

Execs:  
**34%** say yes



[ [ft.com/sla](http://ft.com/sla) ]



**The evolving value of information management**

And the five essential attributes of the modern  
information professional.

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*We live in* **FINANCIAL TIMES**<sup>®</sup>

In conjunction with:



# **[ Execs' top 5 info pain points ]**

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**Info overload**

**Filtering through retrieved info**

**Relevancy of info**

**Up-to-date info**

**Timeliness of info**

[ We need *insight*, not just data ]



# [ ARE we adding value? ]

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**Biggest disconnects:**

**Decision-ready information**

**Relationship mindset**

**Communication of value**

**Proactively ID info needs**



**Seeing ourselves as  
indispensable**



# [ Can you answer these???

- What are your clients' biggest pain points?
- How do your clients describe your library's services?
- What do you do that changes someone's outcome?

# **[ Indispensable info pros ]**

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**What are you to the bottom line?**

**Overhead to be controlled OR**

**Involved in accomplishing strategic goals**

# [ Indispensable info pros ]

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**Do you track examples of your impact?**


***What changed as a result of your work?***

# [ Indispensable info pros ]

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**Do you know your organisation's strategic goals for 2014?**

**Are you visibly contributing to those goals?**



To *reach* and *improve the lives* of everyone living with cancer and to *inspire* millions of others to do the same.

Macmillan Cancer Support  
Kate Arnold

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We provide *practical* legal advice, along with *exceptional client service*, and we are renowned in Australia for our *down-to-earth and friendly culture*.

Lander & Rogers

Alice Anderson

[P]roviding *effective and timely legal results*, performing as an *integrated team* and drawing on proven expertise to *best fulfil our clients' needs*.

Piper Alderman

Lynne Barrington



# Talking about value



[What's the value of *priceless*?]

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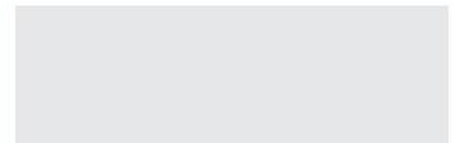
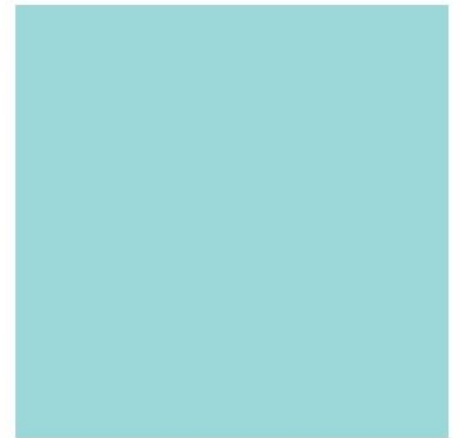
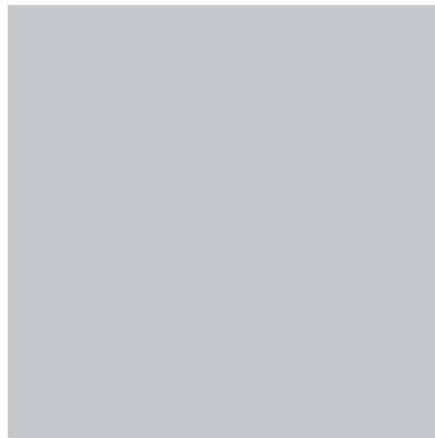
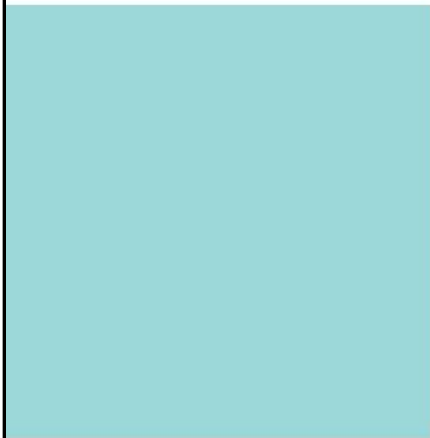
**Special libraries return  
\$5.43 for every \$1 invested**

**Where is YOUR compelling value  
statement?**

# [ alia.org.au/roispecials ]

## PUTTING A VALUE ON 'PRICELESS'

*An independent assessment of the return on investment of special libraries in Australia*



**“So, what do you do?”**

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**I'm a librarian**

**I help people find information**

**I provide high-end information services**

**I enable the discovery of insight**

# [ Boring messages ]



We save you time/money  
...to do what???

We have authoritative sources  
but we already expect that

We provide information research  
blah, blah, blah

# [ Promote, don't defend! ]

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~~“The web doesn't have everything”~~

~~“The web isn't reliable”~~

“We give you insight, not just a search result.”

# [When you describe yourself...]

Is it a WHAT or HOW?  
or is it a WHY?

"We search premium databases" or  
"We provide insights from the outside"

# [ HOW or WHY? ]

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"We provide research services" or  
"We help staff make better decisions"

"We are experts in finding and  
organising information" or  
"We make critical research findable"

# **[ Emulate the pros ]**

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**See how info companies describe  
their value... their WHY**

**Benefit from their investment!**





*Dialog helps organisations across the globe **seek competitive advantage.***

*LexisNexis enables you to **attract more, higher quality clients.***

*Elsevier helps customers advance **science and health** by providing world-class information.*

# [ Finding the **Wow!** ]


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**“What are your biggest challenges right now?”**

**“What’s keeping you from your biggest goals?”**

**“What would you change in how you make decisions / do your work?”**

**“What keeps you awake at night?”**



**Clients only ask you  
to do what  
they think you can do.**



5 ways to **invent** information

# [ BYOD: BUILD Your Own Data ]

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## Search set counts

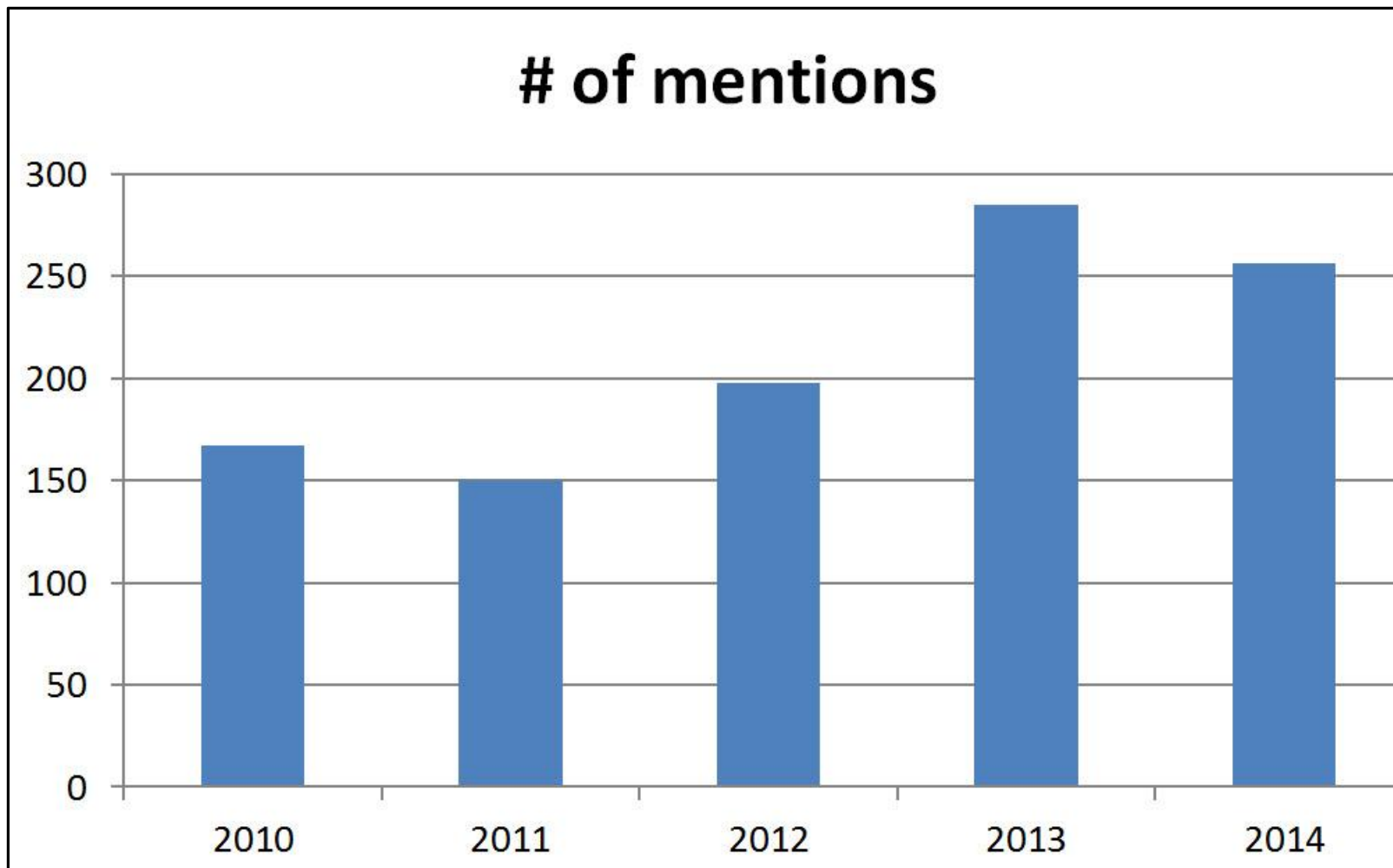
Count mentions of topic over time

{topic} AND 2014

{topic} AND 2013

{topic} AND 2012

# [ BYOD: BUILD Your Own Data ]



# [ BYOD: BUILD Your Own Data ]

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## **Google Auto-Complete**

**What are lots of people thinking?**

**Monitor your org's reputation**

**How can you respond?**

cargill is |

cargill is **evil**

cargill is **first tenant at capitagreen**

cargill is **generally considered**

cargill is **a bad company**

cargill is **the largest**

is cargill **a good company to work for**

is cargill **a good place to work**

is cargill **a good company**

is cargill **union**

is cargill **hiring**





# [ Google Trends ]

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Frequency of search queries *over time*

Narrow by country or local area

Also news reference points

[google.com/trends](https://www.google.com/trends)

**[ How would you answer this? ]**

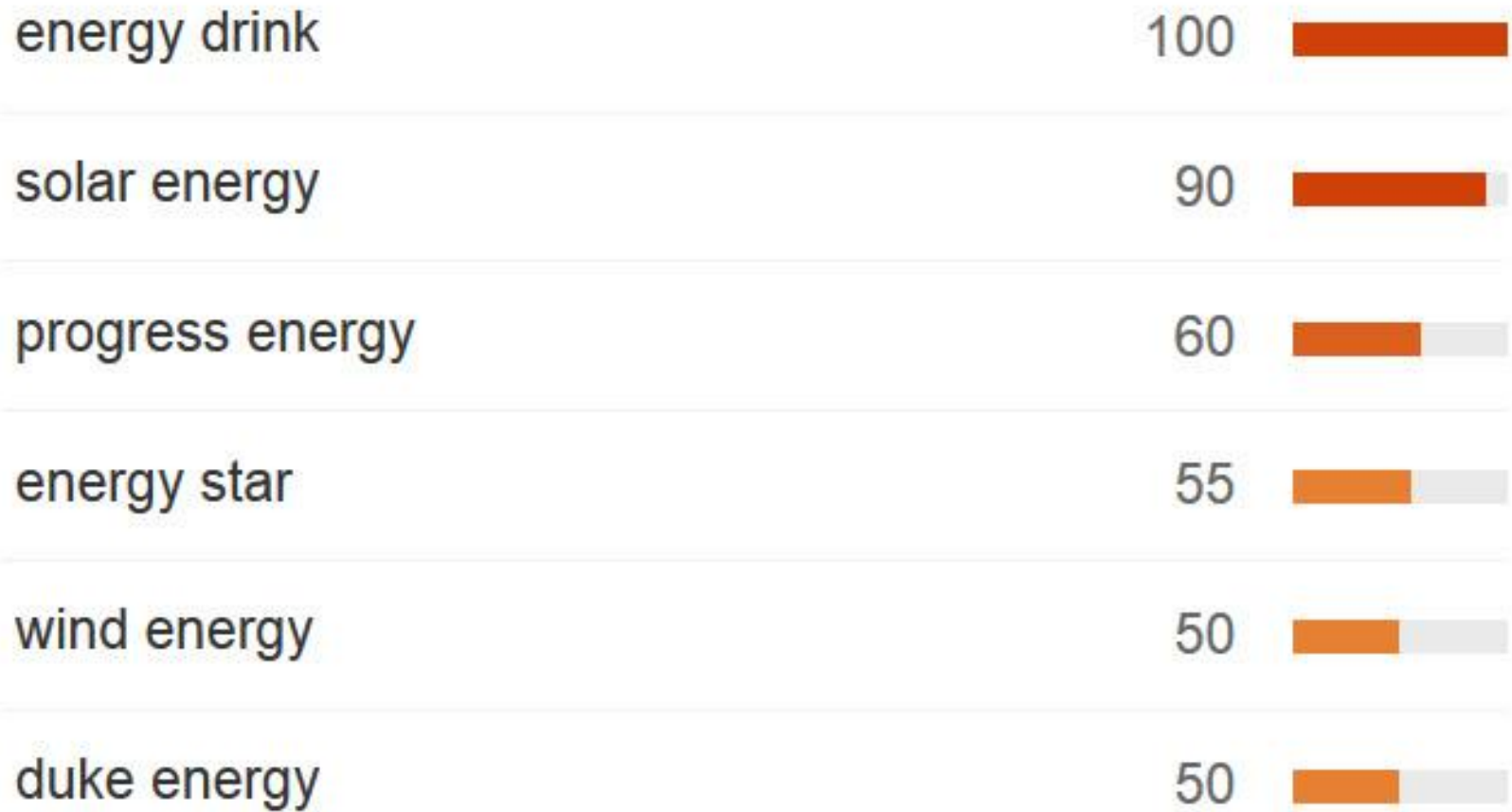
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**Show me how people's use of the word *energy* changes over time**

# “energy” searches 2014





# “energy” searches 2007



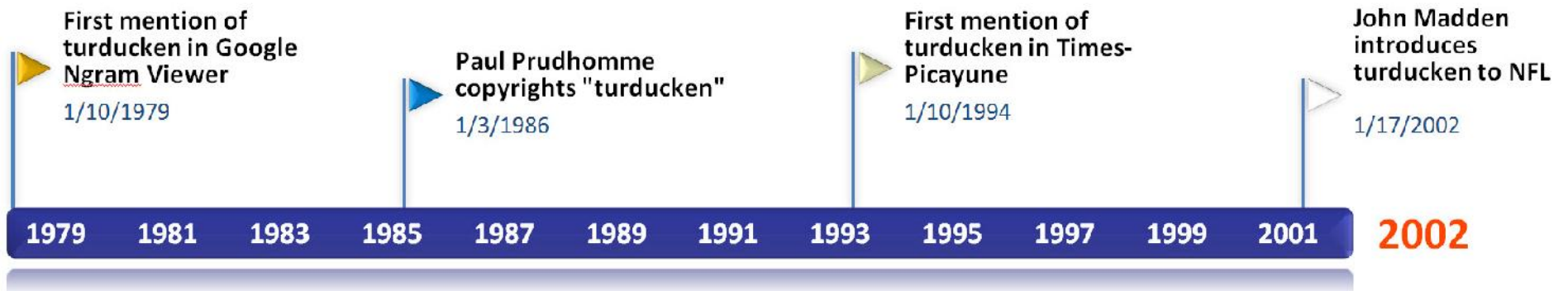
2014	2007
duke energy 	energy drink
kinetic energy	solar energy
xcel energy	progress energy
solar energy 	energy star
energy drink 	wind energy
potential energy	duke energy
	renewable energy

# [ Pull out what's noteworthy ]

Site	Strategy	Screen shot
<p>Company web site: pampers.com</p>	<p>Branded as Pampers Village. Focus on apps, coupons, creating community. Several links to multimedia. Very small links at bottom of page to Facebook and Twitter.</p>	
<p>Facebook: facebook.com/pampers</p>	<p>Currently, campaign to engage fathers on Father's Day. Encourages participation, comments. 670,000 "likes".</p>	
<p>Twitter: twitter.com/pampers</p>	<p>Maintained by "Cathy, Pampers Community Manager and soon to be first time mom" with chit chat and the</p>	

# [ Create a time line ]

## The history of *turducken*



["But they don't listen!"]

## Trouble-shooting guide:

- **Audience**—WHO you are talking to
- **Message**—WHAT you say
- **Method**—HOW & WHERE you say it
- **Timing**—WHEN & HOW OFTEN you talk with your market





# Telling your story

# **[Telling your story]**

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**It's not all about you**

**Benefits, not features**

**Results, not activity**

# Telling your story

**It's your job to sell, not their job to buy**

**If they don't get it, try other approaches**

**Can your brother / neighbor / spouse tell your story?**



~~Elevator speeches~~

# [ Die, elevator speeches, die! ]



# [ Elevator ping-pong ]

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## A 3-second hook

AED (defib) salesperson: "I sell human jumper cables"

MEB: "My business is to create my best competition"

MEB: "I help my clients look brilliant"

# Elevator ping-pong

## A 3-second hook

**Info pro: "I'm the one who squeezes the library into your smartphone"**

**Info pro: "I find what Google can't find"**

**Info pro: "I make Google smarter"**

# [ Fill in the Q&A blanks... ]

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You know how {describe pain point, in one breath}?

Well, I {describe what your clients get, in one breath}



## Q&A example

**You know what it's like to walk into a key donor's office and get blindsided?**

**Well, I can brief you the morning of the appointment with the latest on your donor.**

# Q&A example

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**Do you wonder whether you are missing key research?**

**Well, we have \_\_\_\_\_**

# **[Tell a 3-sentence story]**

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**The situation**

**What your client got**

**What happened for your client**

# Tell a 3-sentence story

## 1. Describe your client's situation

*My client was reviewing jurors for a trial.*

[ Tell a 3-sentence story ]

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**2. What does your client get from you?**

***I monitored the jurors' social media profiles and found a juror discussing the case.***

# Tell a 3-sentence story

**3. What does your client do as a result?**

*As a result of my work, we were able to remove a juror opposed to our client.*

# **[ Our message: ]**

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**Librarians have strategic info resources**

**Librarians are strategic info experts**

**Librarians are strategic assets**

[and remember...]

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Librarians (will)  
rule the world!



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# Reluctant- entrepreneur.com

