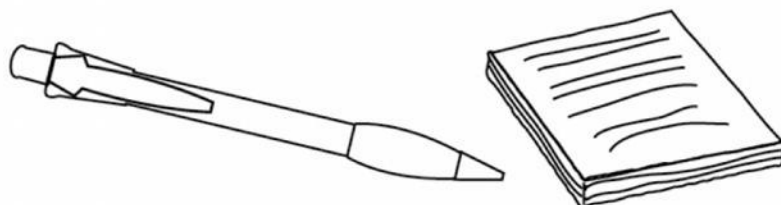
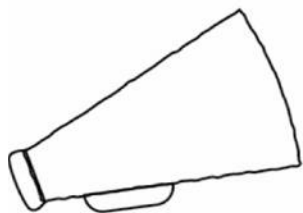




From Librarian to Info-Intrapreneur

Mary Ellen Bates

Reluctant-Entrepreneur.com



Tweeting this?

I'm @mebs

Slide deck at

BatesInfo.com/extras

Slideshare.net/maryellenbates

Intrapreneur Tool-kit

A value proposition

Understanding clients' *real* needs

Knowing your competition



A value proposition for the library?



@mebs



Understand your org's strategic goals

Read your annual report

What's highlighted?

Where's the money going?

What's changed since last year?



Who are your *key* clients?

C-suite or equivalent

Value-creators, revenue-generators

Decision-makers

“Is this client *urgent* or *important*?”



What do they value most?

“I’m sure that they value ...”

Oh, yeah???

Time for reality-check interviews!

reluctant-entrepreneur.com/resources



Reality-check interview

How do you prepare for a strategic decision?

What's keeping you from achieving your goals?

How do you stay on top of our issues?



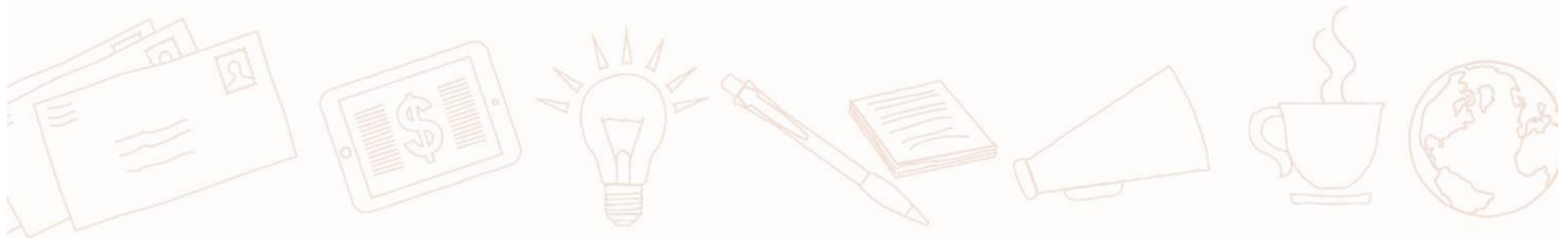
Who are your competitors?

What else do users rely on?

How do they access information?

Are you as easy as their smart phone?

How can you compete?



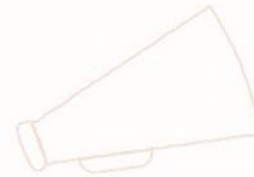
Are you frictionless?

How easy is it to find you?

How easy is it to *talk* with you?

How responsive **do your clients say you are?**

Have you asked them lately?



ASK for complaints

Did you get what you wanted?

How easy was it to use?

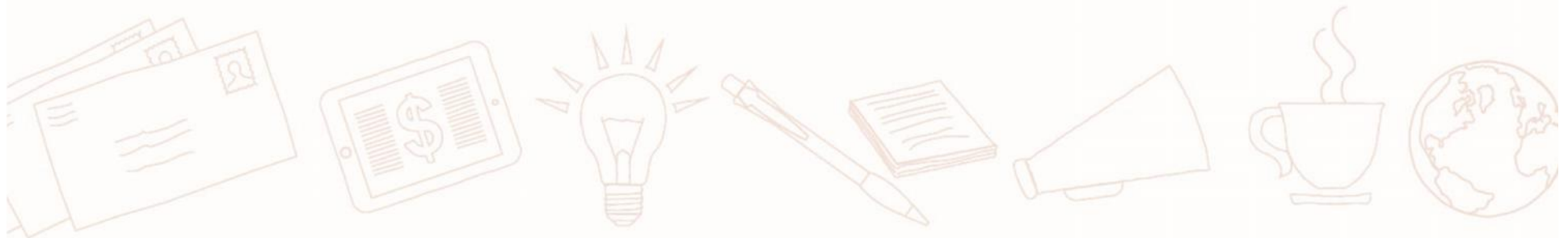
What would make it more useful?




Are you client-driven?

Are you creating new info-pain solutions?

or are you just keeping up with requests?





**It's our job to *recognize*
and *demonstrate* our
value, not our clients'
job to *figure it out*.**



@mebs



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