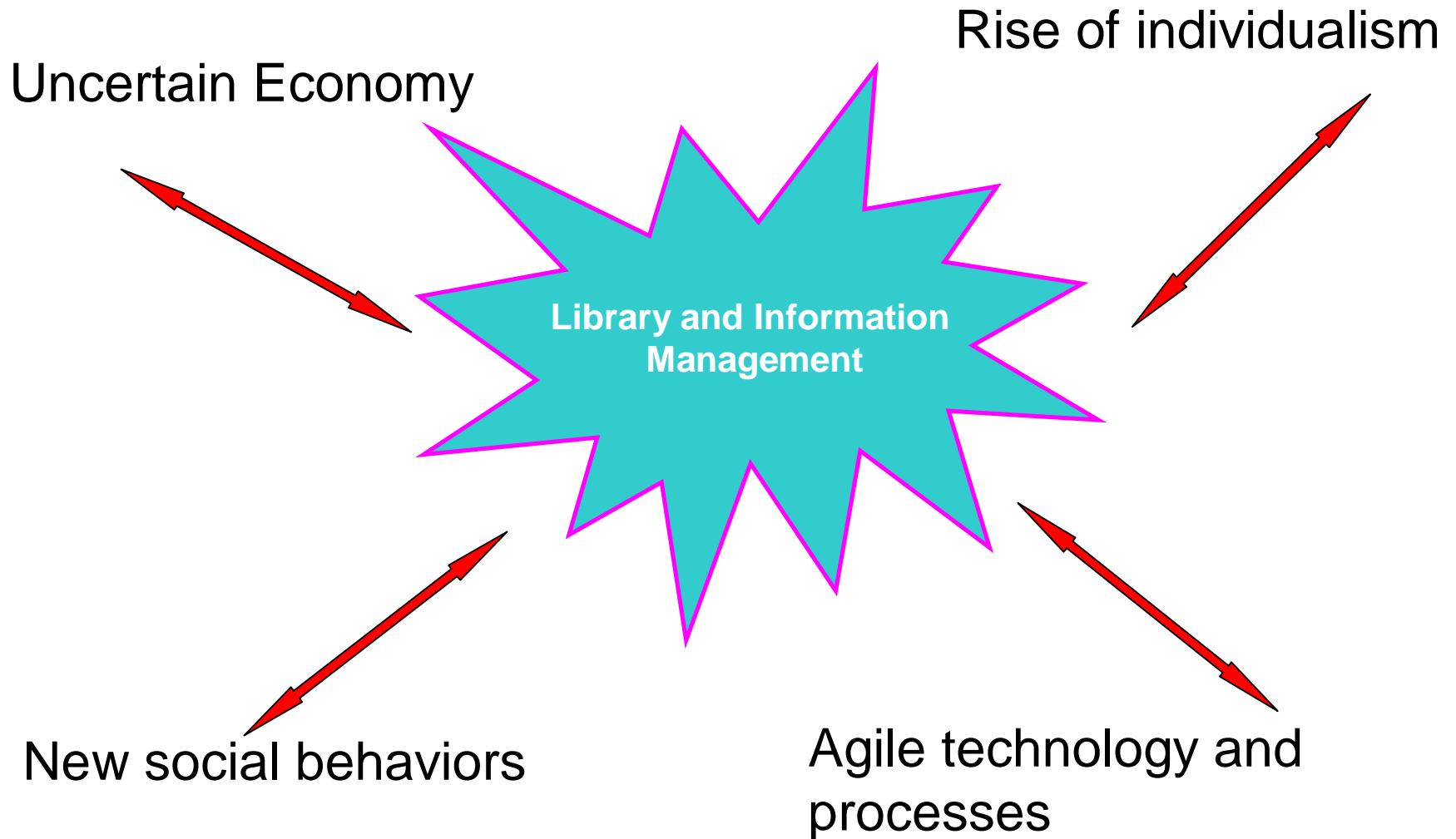

Not A Time to Blink: Leading in Changing Times

Cindy Hill

President, Hill Information Consulting Group

15 May 2009

When Worlds Collide



Section of the Berlin Wall located
in Silicon Valley, California



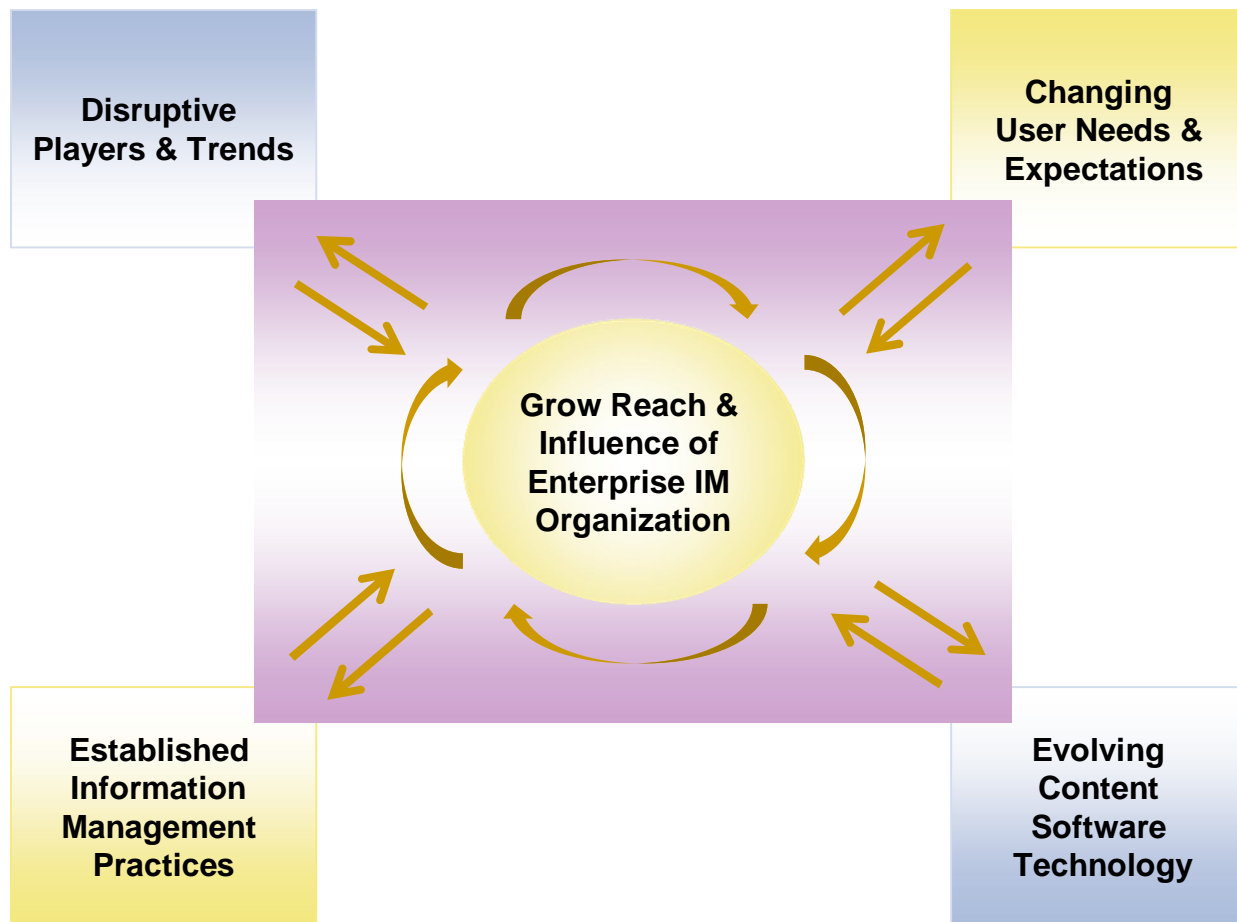
Proposed Topics

- Information Trends
 - Information Users, Libraries & Information Services
 - Managing Change
 - Social Media Tools
 - Influencers & Stakeholders
 - Next Steps
-

Proposed Topics – Your Thoughts

- Leading the team / staff and students
 - Web 3.0
 - How to communicate, how to communicate change
 - How to activate a large disparate group of individuals
-

Outsell's View of the Industry



Information Management Trends

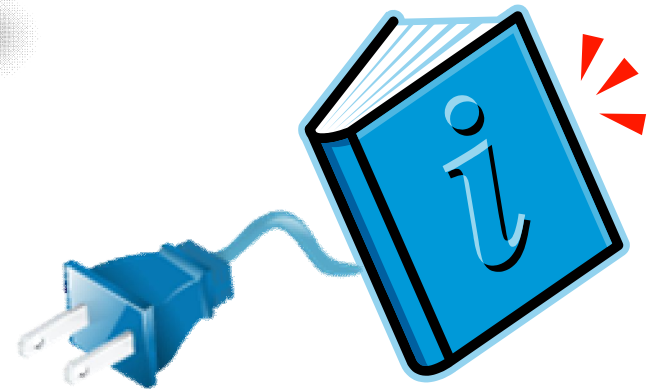
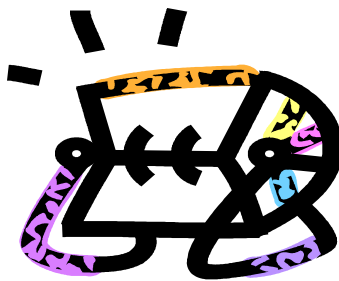
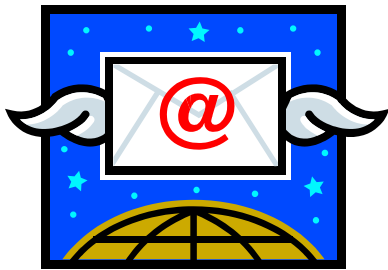
Multi-nationalism & Expansion

- Challenges to provide local information services
 - Increasing content offerings and expertise about and for Asian markets
 - Conducting business in locations that are politically, culturally, linguistically and economically different
-

Information Integration

- Records management, archives, repositories, knowledge management & services, market intelligence and competitive intelligence
 - Internal and external content
 - Text and non-text
 - Massive data sets
 - User-generated information and authenticated sources
-

Mobile Content



Source: comScore MobiLens, June 2008

“Enterprise-as-client”

- Philosophy that the organization is the client
 - One-to-one, high-touch services are not scalable, but highly desired
 - Facilitation not intermediation
-

Embedding Information & Content in the Workflow

Available sizes: [Square](#) (75 x 75) [Thumbnail](#) (100 x 56) [Small](#) (240 x 135) [Medium](#) (500 x 281) [Original](#) (1185 x 665)

[the Original size](#)

Google [Web](#) [Images](#) [Video](#) [News](#) [Maps](#) [more »](#)

[Google Search](#) [I'm Feeling Lucky](#)

[Advanced Search](#)
[Preferences](#)
[Language Tools](#)

My Requests [edit](#)

Material on-hold @ AADL

[Water for elephants](#)
Cancel date: 08-18-2007

[The Devil wears Prada](#)
Cancel date: 08-18-2007

[The world is flat: a brief history of the twenty-first century](#)
Cancel date: 08-18-2007

My Check-outs [edit](#)

Material checked-out @ AADL

[Harriet, the spy \[sound recording\]](#)
Due: 09-14-2006

[The witches \[sound recording\]](#)
Due: 09-14-2006

[Geronimo Stilton, Books 1-3 \[sound recording\]](#)
Due: 09-14-2006

Slashdot [edit](#)

[The FBI Software Upgrade That Wasn't](#)

[Dell to use AMD Chips in Desktop PCs](#)

[Fedora Project Leader Max Szevack Responds](#)

My Library's Newest Items [edit](#)

New Books @ AADL

[The producer: John Hammond and the soul of American music](#)
Priol, Dunstan, 1963-

[War and peace \[study guide\]](#)
Tolstoy, Leo, graf, 1828-1910

[Huckleberry Finn \[study guide\]](#)
Twain, Mark, 1835-1910

My Library's Most Popular Items [edit](#)

AADL Top 10 Books

- [The memory keeper's daughter](#)
Edwards, Kim, 1958-
- [Twelve sharp](#)
Evanovich, Janet
- [The Devil wears Prada](#)
Weisberger, Lauren, 1977-

Dictionary.com Word of the Day [edit](#)

adumbrate: to outline; also, to foreshadow; also, to suggest; also, to shade.

fortuitous: happening by chance.

Weather

[Ann Arbor, MI](#)
71°F
Overcast
Wind: N at 0 mph
Humidity: 78%

Today: 82° | 63°
Sat: 78° | 62°

Top Stories

[Ramsey family says arrest brings long-sou](#)
Marshalltown Times Republican - [all 4586](#)

[NSA ordered to stop wiretap programme](#)
MSN Money - [all 1081 related »](#)

[Southern Lebanese greet national forces](#)
CNN International - [all 2445 related »](#)

Movies

[Showtimes for 48103 »](#)

[Snakes on a Plane](#) 1hr 46min - Rated R
☆☆☆☆ 2 reviews

[Talladega Nights: The Ballad of Ricky Bob](#)
Rated PG-13
☆☆☆☆ 22 reviews

[Accepted](#) 1hr 30min - Rated PG-13
☆☆☆☆ 4 reviews

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New Staff

- New responsibilities, new titles are emerging:
Librarian of Innovation, New Technologies
Librarian
 - The embedded information professional:
Getting close to the user and their groups
 - Characteristics: Nimble, innovative, proactive
-

KM Professionals Becoming Collaboration Facilitators

- Responsibility for strategizing and administering collaboration portals
 - ROI on portal technology investments
 - Structured online collaboration
-

Open Source

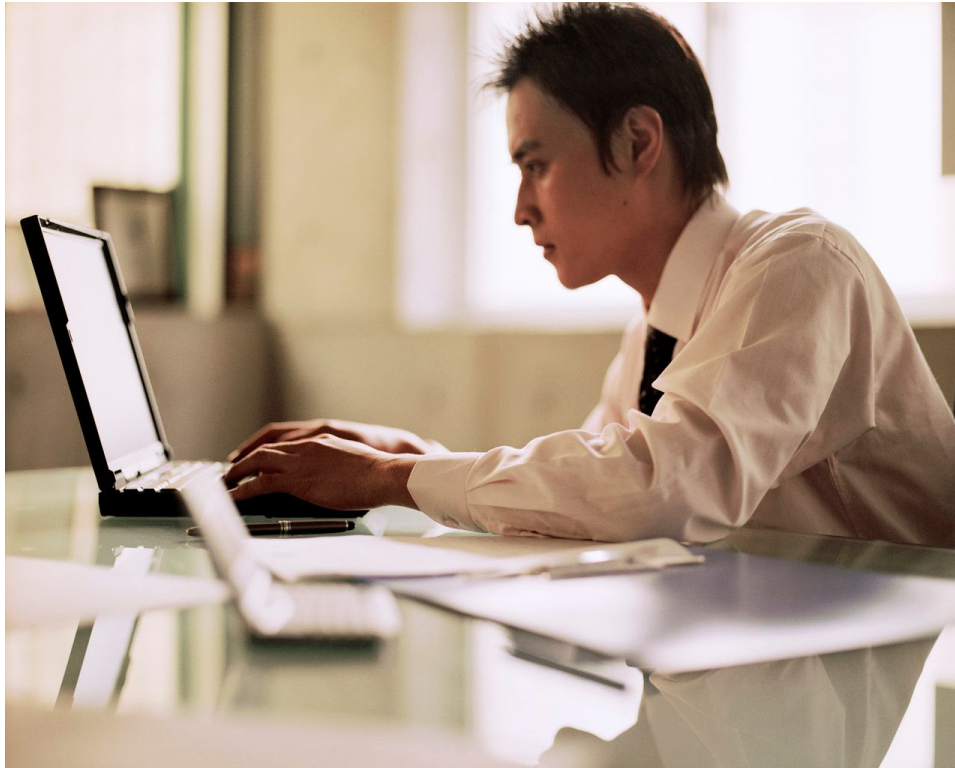
- Alternative choices to traditional library technology providers: Integrated library systems and more
 - Global design, global impact
 - Not viewed as the low-price point choice but as gaining control over design and functionality
-

Beyond Web 2.0

- Web 3.0/Web 3D*i* exploration and experimentation
 - Social networks in a 3D*i* world
 - Socialization, collaboration, learning, face-to-face interactions through avatars
-

Information Users

Information Users



Baby Boomers Retire as Millennials Join the Workforce

- Millennials were born 1982 – 1999
- “Digital Natives” use Google first
 - Social networking habits encourage reliance on friends and colleagues
 - Expect information “just in time”
 - Increasing demand for mobile content



Individual Traits

- People like:
 - Creating things
 - Sharing things
 - Having things
 - Recognition
 - Information and knowledge
 - Relationships
-

Users Are Changing

Dependent



Self-sufficient

Authority focused



Open to alternative providers

Prefer traditional media



Like non-traditional sources

Just-in-case



Just-in-time

Consciously
incompetent



Unconsciously incompetent

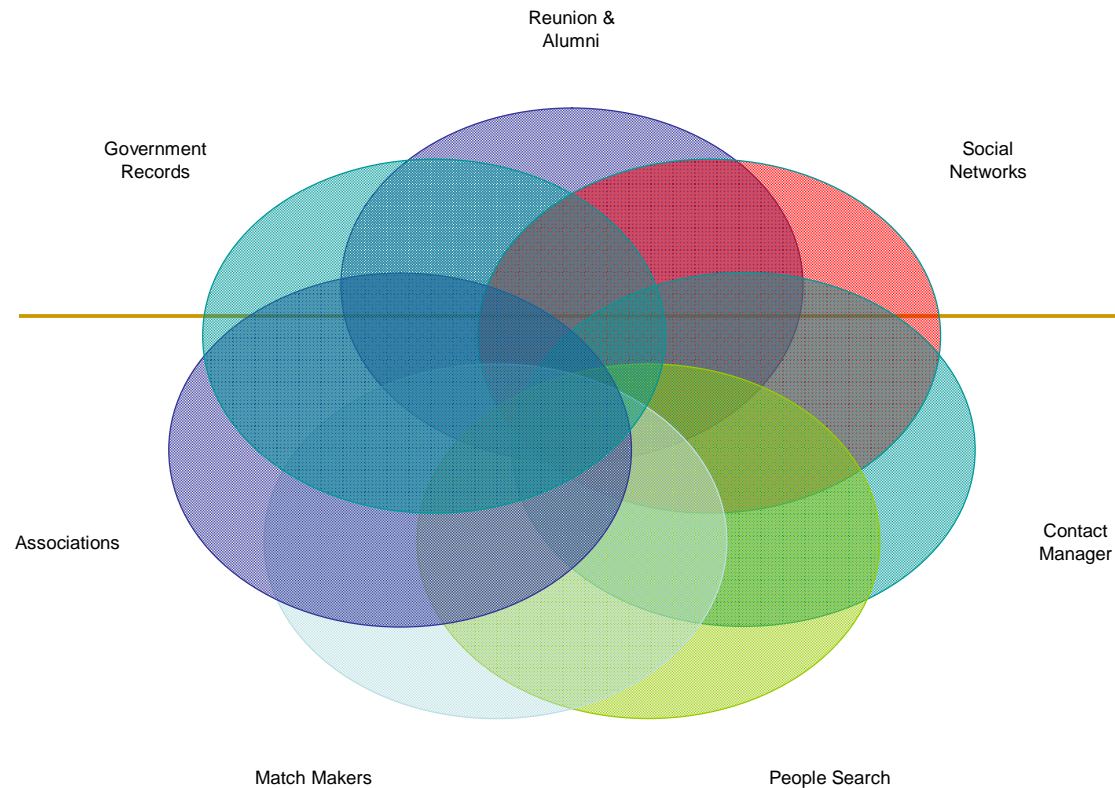
Patient



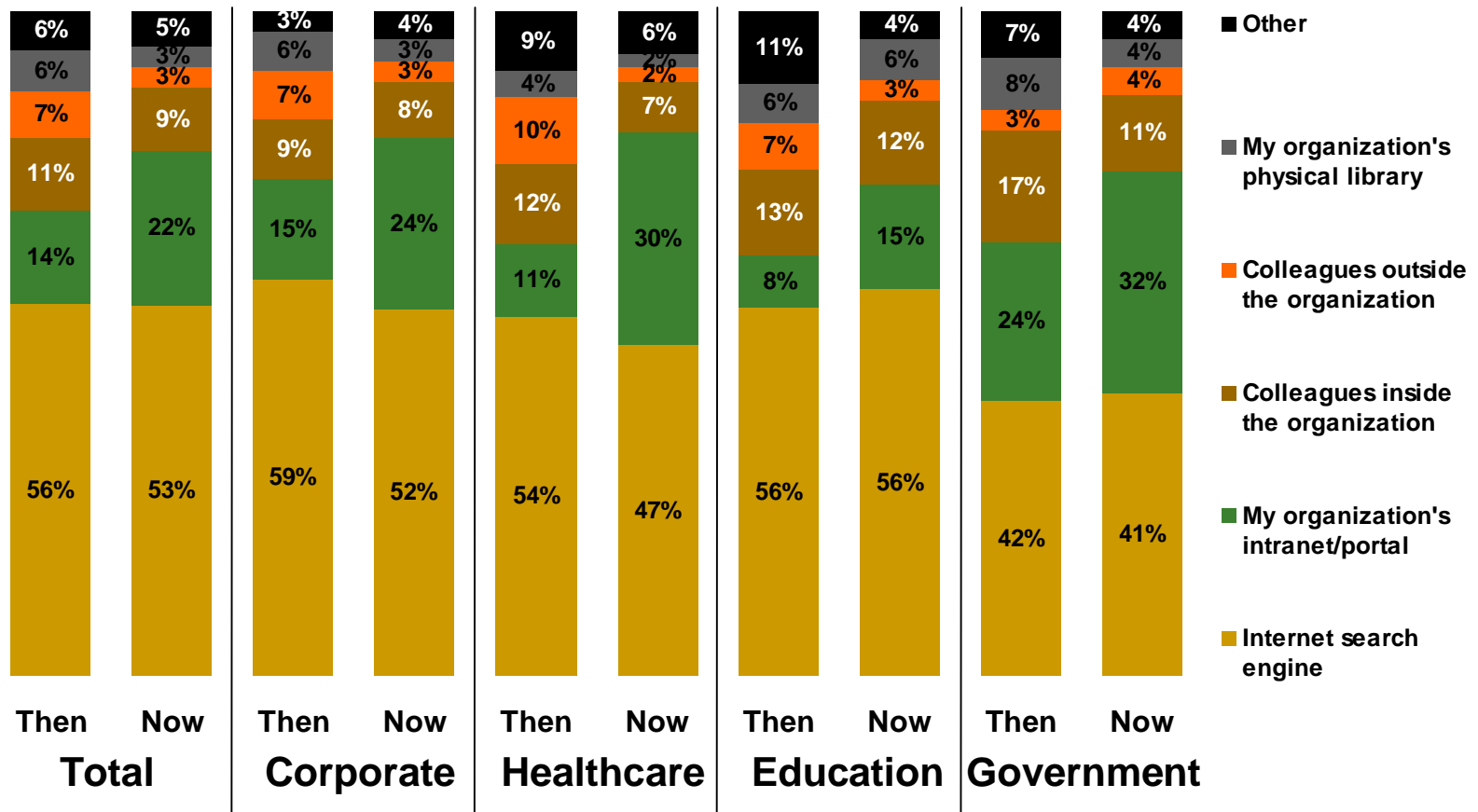
Rushed



The Big Picture: Personal Information Convergence



Where Information Seekers Go



"Then" = 2004; "Now" = 2007

Source: Outsell's Information About Markets and Users Database (Q18)

Problems Getting Information

Total	Corporate	Healthcare	Education	Government
Not enough time	Not enough time	Not enough time	Not enough budget	Not enough time
Not enough budget	Not enough budget	Not enough budget	Not enough time	Not enough budget
Lack of staff support	Lack of staff support	Hard to determine quality	Too much information	Lack of staff support
Information is too hard to find/ Not know what's available	Information is hard to find	Lack of staff support	Lack of staff support	Not knowing what's available
Too much information/ Hard to determine quality	Not knowing what's available/ Too much information/ Hard to determine quality	Full text is not available	Not knowing what's available/ Full text is not available	Hard to determine quality

Source: Outsell's Information About Markets and Users Database, 2007 (Q30)

What matters to your users...



.....must matter to you!

Libraries and Information Services

Libraries and Information Services

■ Individual-as-client	➡	Organization-as-client
■ Repository	➡	Information hub
■ Responsive	➡	Proactive
■ One-size-fits-all	➡	Personalized
■ Centralized	➡	"Embedded"
■ Staff generalization	➡	Staff specialization
■ Distributed	➡	Centralized
■ One-to-one	➡	One-to-many

Libraries and Information Services

Instinct



Fact-based

Word-of-mouth



Active marketing &
awareness

Do for



Do with

Solo mentality



Team mentality

Top 10 Challenges Facing Information Management Functions

■ Budget constraints	47%
■ Keeping up with technology	40%
■ Staff shortages	31%
■ Client awareness of services	30%
■ Increased workload	25%
■ Marketing/promoting of service	18%
■ Physical space and facilities issues	18%
■ Cost containment	16%
■ Transition of print to electronic	14%
■ Not valued by organization	13%

Source: Outsell's Information Management Benchmark Study, October 2007

Strategic Management Practices

	Government		Corporate		Education	
	2004	2007	2004	2007	2004	2007
Base	184	144	312	465	85	129
	%	%	%	%	%	%
Business planning/strategy	46	59	63	55	49	49
User advisory group or board	38	34	35	28	54	44
Benchmarking	21	21	38	29	35	36
Executive Advisory Group	20	29	21	14	36	35
Internal service level agreements	30	27	27	20	19	19
End-of-project debriefs with internal clients	18	15	19	20	35	12

Multiple responses allowed.

Source: Outsell's Information Management Benchmark Study, October 2007

Top Issues or Challenges by Sector

Total		Corporate		Healthcare		Education		Government	
Then	Now	Then	Now	Then	Now	Then	Now	Then	Now
Budget constraints	Budget constraints	Budget constraints	Keeping up with technology	Not asked	Budget constraints	Budget constraints	Budget constraints	Budget constraints	Budget constraints
Staff reduction/shortage	Keeping up with technology	Staff reduction/shortage	Budget constraints	Not asked	Customer awareness of services	Staff reduction/shortage	Keeping up with technology	Staff reduction/shortage	Staff reduction/shortage
Keeping up with technology	Staff reduction/shortage	Keeping up with technology	Customer awareness of services	Not asked	Keeping up with technology	Keeping up with technology	Staff reduction/shortage	Physical space and facilities	Keeping up with technology
User training	Consumer awareness of services	User training	Staff reduction/shortage	Not asked	Marketing and promoting services	User training	Physical space and facilities	Keeping up with technology	Customer awareness of services
Physical space and facilities	Increased workload	Marketing & promoting services	Increased workload	Not asked	Staff reduction/shortage	Physical space and facilities	Customer awareness of services	Marketing & promoting services	Physical space and facilities

"Then" = 2004; "Now" = 2007

Source: Outsell's Information Management Benchmark (Q11c)

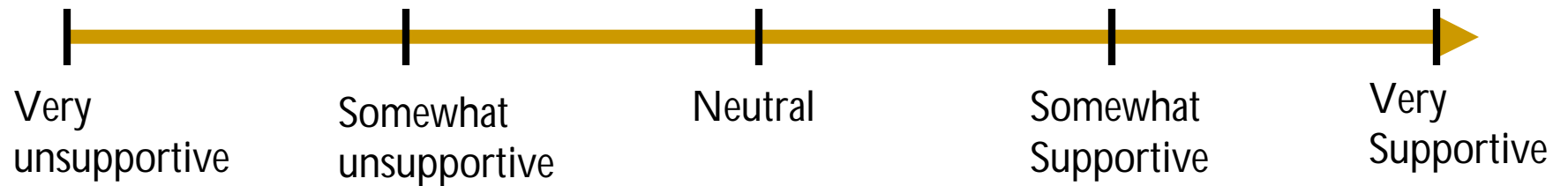
Influencers

The Challenge

Articulate value to decision makers

Who are the Influencers & Stakeholders?

Stakeholder Analysis



SLA's 4-Step Plan

- Anticipate
- Collaborate
- Verify
- Persevere

Source: Janice Lachance speech to the Sierra Nevada Chapter, Sept 2008

“The time to get to know the passengers is before the ship starts to sink...”

Janice Lachance

What Worked For Me?

- Plan
 - Preparation
 - Practice
 - Positive attitude
-

Info Pro Roles Valued by Executives

Valued Roles	Corp	Edu	Gov	Health
Making information available to the desktop	●	●	●	●
Providing competitive intelligence information	●	●	●	●
Conducting research on your behalf	●		●	●
Helping locate information and experts	●	●	●	●
Analyzing research results on your behalf	●			●
Managing a physical library and print collection		●		
Providing training and advice about searching and effective use of information sources		●		
Research staff working on project teams			●	
Evaluating and purchasing content sources		●	●	
Consultation on organizing information				
Providing an alerting service on selected topics				

Source: Outsell's Information Management Benchmark

Social Media Tools and Branding

Corporate Brands

The logo for CNN.com, featuring the letters "CNN" in a stylized red font with a black outline, followed by ".com" in a black sans-serif font.

The logo for L.L.Bean, consisting of the text "L.L.Bean" in a green, serif font.



The Google logo, featuring the word "Google" in its signature multi-colored font (blue, red, yellow, blue, green, red) with a trademark symbol.



The word "GUCCI" in a black, all-caps, serif font.



We know what to expect

Brand: A Definition

- Total perceived value
- As compared to other choices or competitors
- In the eyes of your target market

Valerie Gonyea, Career Encouragement Officer
2009 Right Management presentation, San Francisco, CA

“...create information that people want. Create an online presence that people are eager to consume. Establish a virtual front door that people will happily link to...”

David Meerman Scott

“...And one that employers will find.”

David Meerman Scott
www.webinknow.com Nov 11, 2008

Use Web 2.0 tools to build

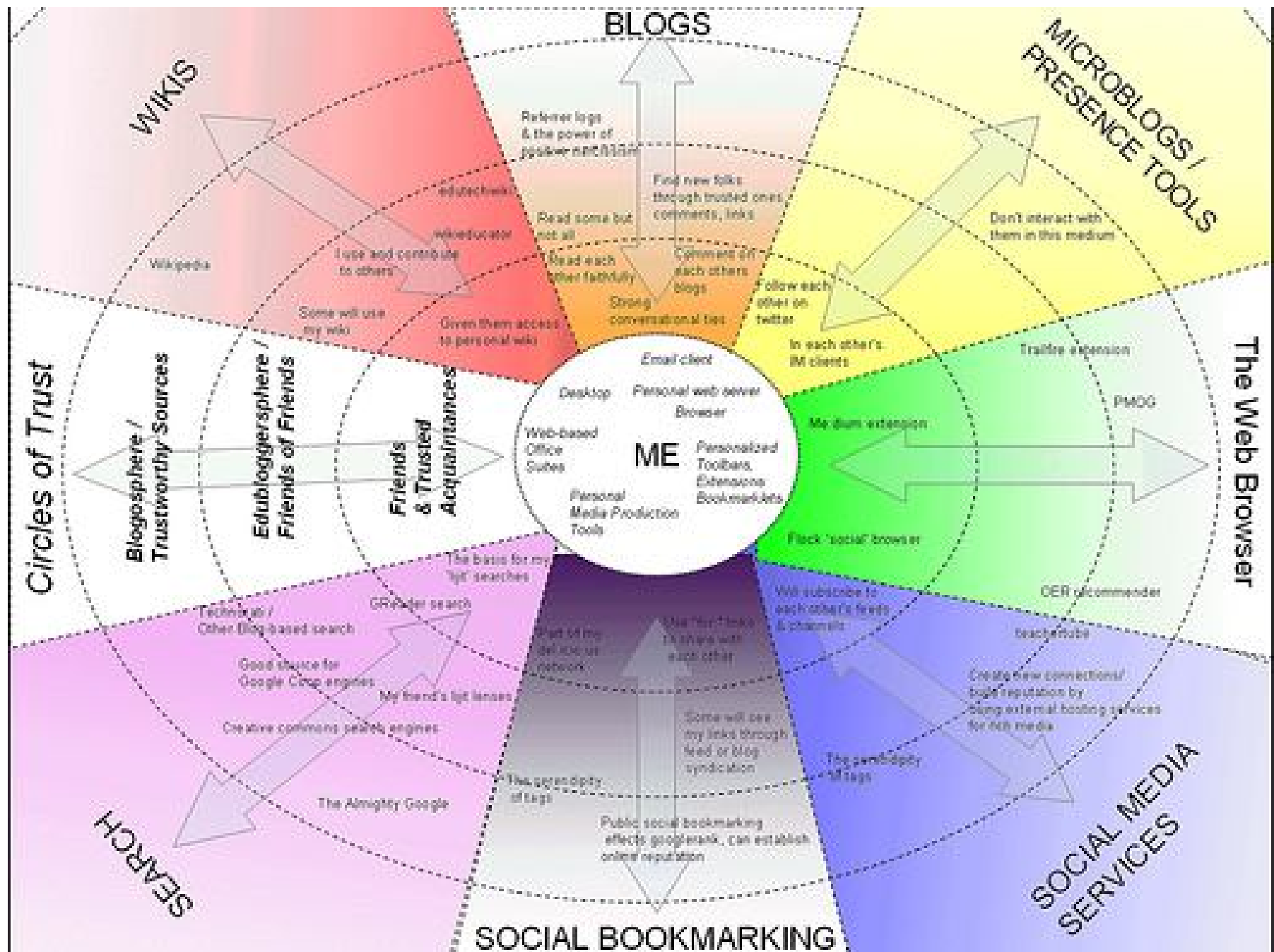
- Visibility
 - Portfolio
 - Community
-

Brand 1.0

- Enterprise-oriented
- C-level executives only
- Difficult to stand out
- Formal
- Reliance on traditional media

Brand 2.0

- Focused on the group and/or individual
 - Everyone can have a brand
 - Individuality counts
 - Informality counts
 - Web 2.0 info channels
-

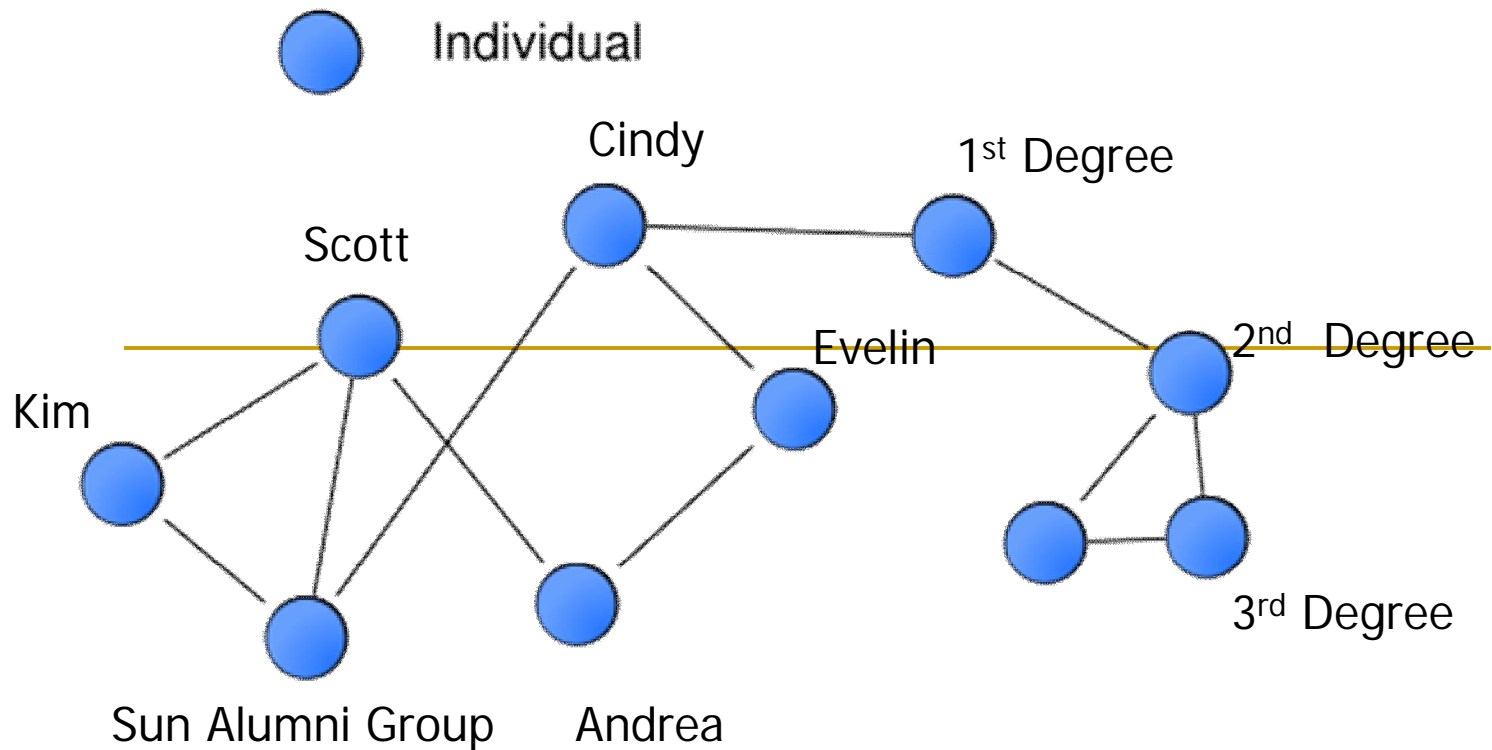


Source: <http://www.flickr.com/photos/nessman/2590572476/>



The Big Picture

A Social Network Diagram

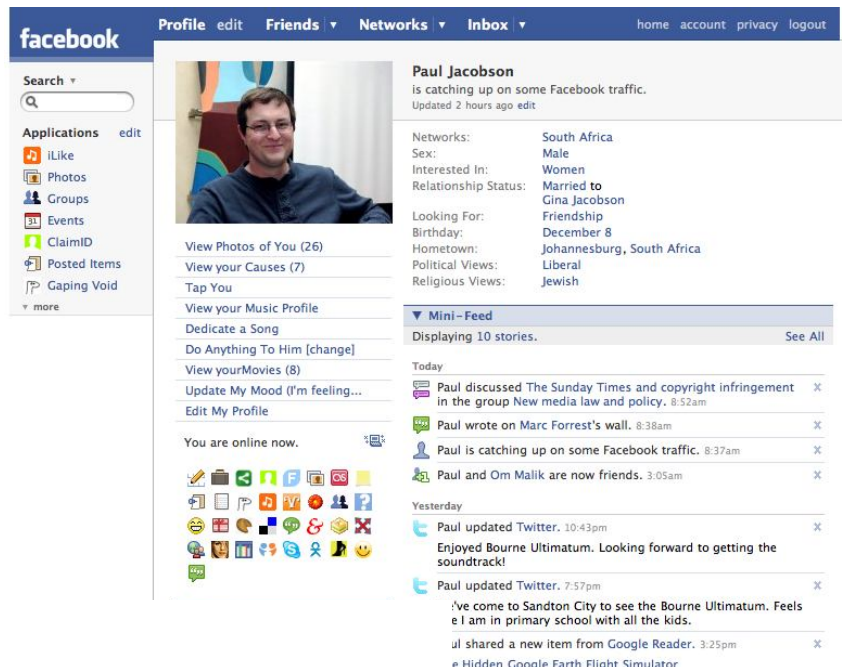


*You have to sing every day to work
up to being, you know,
amazingly brilliant.*

Mick Jagger

Start building your organization's
ability

Community 2.0



The best way to **store, search, sort and share** your photos.

NickWebVideo.com

Virtual Spaces for Learning and Work



Virtual Meeting Places: SLA Island



Play with Technology.....



..... it's never too late to have fun learning something new!



SLA's 23 Things

Welcome to 23 Things! (1574 SLA members registered so far) - 23 Things - SLA's Wiki Spaces - Mozilla Firefox

File Edit View History Delicious Bookmarks Yahoo! Tools Help


http://wiki.sla.org/display/23Things/Welcome+to+23+Things!+(1574+SLA+members+registered+so+far)

Most Visited Getting Started Latest Headlines http://www.outsellinc.com

Recently Bookmarked The 10 Users You'll Me... The State Of The Twitt... Bloglines | My Feeds (3... My New Book: Design... StumbleUpon WebTool... ALA TechSource: Book... IL 2007: Online Marketi...

Google Search Bookmarks PageRank Check AutoLink AutoFill Send to Settings

Dashboard > 23 Things > Welcome to 23 Things! (1574 SLA members registered so far) Space Log In Sign Up Search



Welcome to 23 Things! (1574 SLA members registered so far)

Added by Karen Huffman, last edited by Deb Hunt on Jan 06, 2009 (view change)

Tools

Our 23 Things

Haven't registered yet? Click [here to register](#).

- [Week 1 Introduction - Learn to learn this way](#)
- [Week 2 Blogging](#)
- [Week 3 Tagging, Folksonomies & Technorati](#)
- [Week 4 Photos & Images](#)
- [Week 5 RSS & Newsreaders](#)
- [Week 6 Play Week](#)
- [Week 7 Wikis - Collaborative Portals](#)
- [Week 8 Online Applications & Tools](#)
- [Week 9 Podcasts, Video & Downloadable Audio](#)


Committee Members & Liaisons

- Chair: [Deb Hunt](#)
- Board Liaison: [Susan Fifer Canby](#)
- SLA Staff Liaison: [John Lowery](#)
- [Regina Avila](#)
- [Karen Huffman](#)
- [Marie Kaddell](#)
- [Christian Miller](#)
- [Dianna K. Wiggins](#)

Need Help?

23 Things Blog

(View All Posts | Post a Blog Entry)

**Tuesday, January 6, 2009**

23 Things Will Remain Up Indefinitely

Last changed Jan 06, 2009 17:53 by [Deb Hunt](#)


We still have members signing up to do 23 Things and that is wonderful as it will be here for a long time.

Here is a brief report on 23 Things statistics:

- 1574 started 23 Things (as of 1.6.09)
- 31 members completed all 23 Things (but two of them got their survey in after the Dec. 15 deadline) so we have 29 members in the prize drawing. (Winners to be announced at the Leadership Summit in Savannah.)
- 11 members completed over 13 but less than 23
- 6 members completed a Baker's Dozen

And my guess is that lots of members did about half or more of the 23 Things, but did not complete the survey.

Posted at Jan 06, 2009 by [Deb Hunt](#) | [0 comments](#)

**Monday, December 29, 2008**

23 Things - Photosharing - Problems



Last changed Dec 29, 2008 16:26 by [Robin Feuerstein](#)

Labels: [help](#)

Special Thanks

- Special thanks to Stephen Abram for the inspiration and encouragement to collaborate on learning.
- See also [SLA's Innovation Lab](#)

Award Sponsors



Keyword search

Searching 23 Things

Keeping Track: Participant's Blogs

Tag your blog on Del.icio.us. After creating an account, bookmark your blog, adding **SLA23Things**

Start

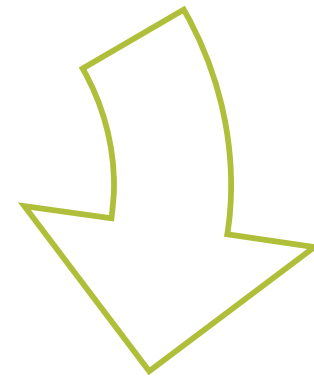
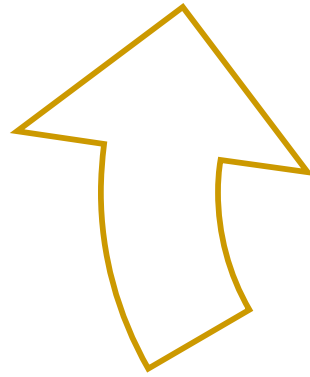
Outsellpresentati... Fed Reserve We... Fed Res US Cou... OSStratSession0... OS StratP- Tran... Outsell's Thinkin... Welcome to 2... *C:\Documents ...

8:33 PM

Managing Change

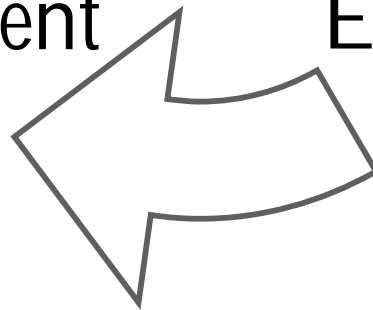
Shock

Denial



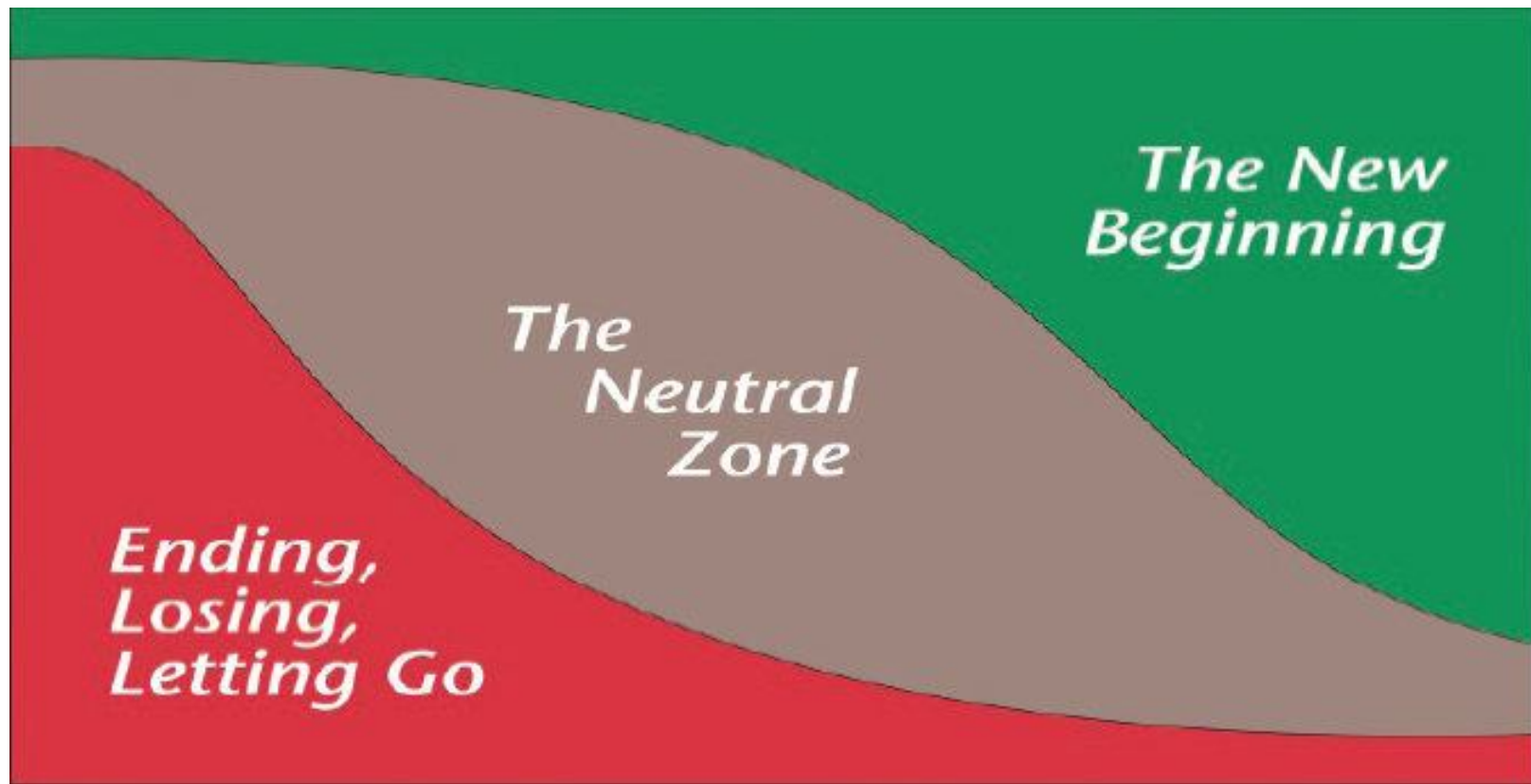
Commitment

Exploration



Three Phases of Transition

Time →



Source: Managing Transitions, by William Bridges

*Everything I know I learned bodysurfing
in Southern California.*

Kim Dority

- Anticipate
 - Position for opportunity
 - Paddle like crazy
 - Enjoy the ride, but know it will end
 - Don't take the sand in your suit personally
 - Know that a new wave is always on the way
-

Next Steps

Essentials for the Future

- Strategically align with your organization
 - Know your users and stakeholders
 - Monitor the trends: inside and outside the organization
 - Benchmark with your peers
 - Provide continuous, on-point development
-

Essentials for the Future

- Focus on the enterprise-as-customer
 - Let go of legacy models
 - Learn and leverage new technologies
 - Market your services
 - Make time to manage your function
-

A Special Thank You

to Outsell, Inc. for their research

and to Kim Dority, SLA Rocky Mountain
Chapter, for her inspiration

Outsell, Inc.
Outsellinc.com

Kim Dority, G. K. Dority & Associates, Inc.
kimdority@gkdority.com
www.rethinkinginformationwork.com

Resources: Learn More

- Rethinking Information Work: A Career Guide for Librarians and Other Information Professionals by G. Kim Dority
 - The Virtual Handshake by David Teten & Scott Allen, www.thevirtualhandshake.com
 - Guy Kawasaki, <http://blog.guykawasaki.com>
 - Never Eat Alone: And Other Secrets to Success, One Relationship at a Time, Keith Ferrazzi
 - Janice Lachance, speech to the SLA Sierra Nevada Chapter, <http://units.sla.org/chapter/csrn/events.html>
 - *What Executives Think About Information Management*, Outsell, August 2008 (executive summary <http://www.sla.org/content/resources/recindreps/execinfo/index.cfm>)
-

Resources

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www.thevirtualhandshake.com
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-

Thank You

Cindy Hill

cindyvhill@HillInfoConsulting.com

Twitter: cindyvhill

LinkedIn:

