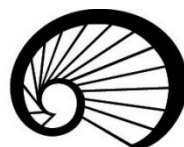# Beyond the Norm

Building a Culture of Creativity & Innovation in Libraries

participant workbook

presented by: San Francisco Public Library & top dog learning group LLC

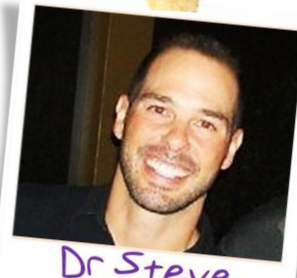**human learning & performance consulting**

YOUR HOSTS

Brian Bannon

Chief Information Officer

San Francisco Public Library

Dr Steve Yacovelli

Owner & Principal

TopDog Learning Group, LLC

GOALS

1. Explore ways you can foster creative ideas and innovation within your library

2. Review real life-examples of how someone helped build a culture of innovation within their library

3. Discuss specific steps you can take to foster creative ideas and innovation within your library

WHAT IS "INNOVATION"?

Innovation

Revolutionary invention, positive change

the Google 9
Principles of Innovation

Googirl

The serious power and glam
passions of **Marissa Mayer**,
the gorgeously geeky Googler
who's generating a new kind
of Silicon Valley notoriety.
BY JULIAN GUTHRIE

created by
Marissa Mayer
Vice President
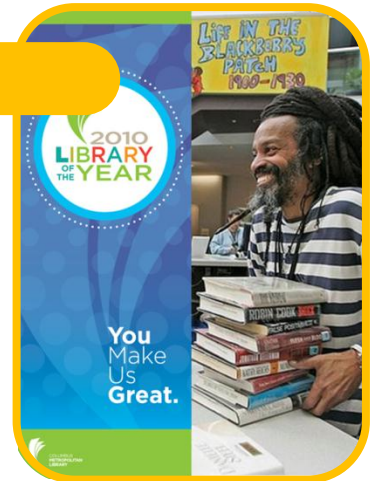of Location &
Local Services,
Google

1

2

3

4

5

6

7

8

9

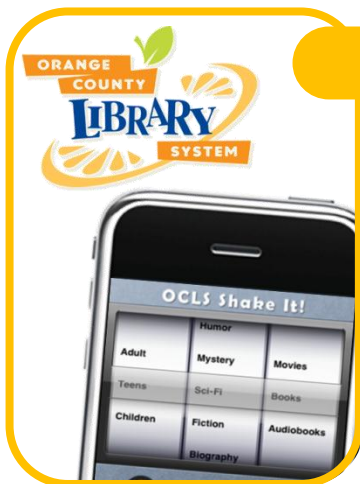the Google 9 that is most important to me

and my library is # _____ because ...

3 "Innovative" Libraries:

Columbus Metropolitan Library, OH

Orange County Library System, FL

San Francisco Public Library, CA

5 ways I can be innovative are ...

1

2

3

4

5

5 key points on "innovation" to remember ...

1

2

3

4

5

"
Daring ideas
are like chessmen moved
forward; they may be
beaten, but they may
start a
winning game.
"

Johann Wolfgang von Goethe
German writer, pictorial artist, biologist, and theoretical physicist

Notes / Thoughts / To Do's

My Innovation Action Plan

Directions: Use this space to write your *Innovation Action Plan* to help you improve your innovation. Hold yourself accountable for following through with your Action Plan.

The two things that **surprised** me about innovation where ...

1

2

My biggest **strength** as it relates to innovation is ...

My biggest **"area of opportunity"** (improvement) as it relates to being innovative is ...

Three ways I will immediately start to be innovative in my life will be ...

1

2

3

Final Thoughts / Ideas ...

top dog learning group