



# Libraries, We Mean Business:

Best Ideas from LJ's Best Business Books of the Year

February 16, 2012

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# How Do You Keep Up?



# Library Journal's Best Business Books



Management &  
Leadership

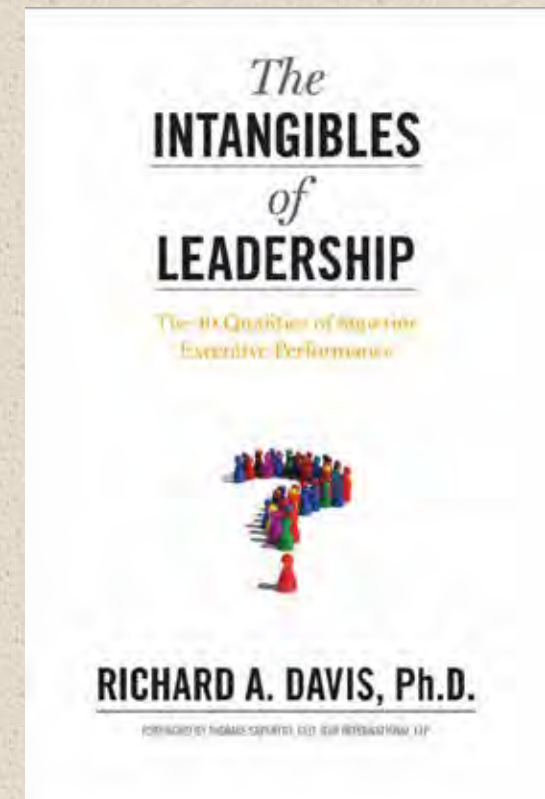
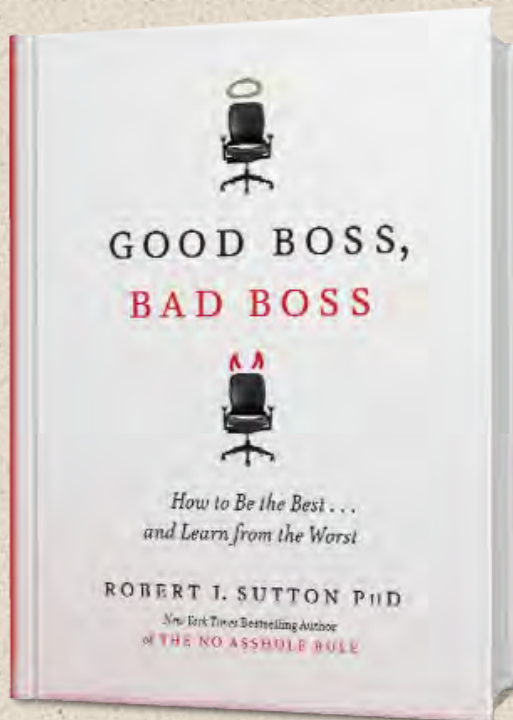
Organizational  
Dynamics

Marketing

Success

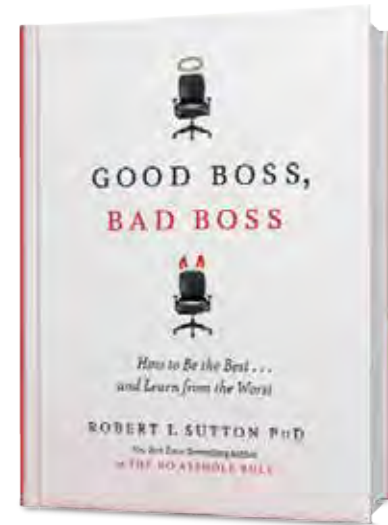
[http://www.libraryjournal.com/lj/collectiondevelopmentspecialty2/888437-483/  
lj\\_best\\_business\\_books\\_2010.html.csp](http://www.libraryjournal.com/lj/collectiondevelopmentspecialty2/888437-483/lj_best_business_books_2010.html.csp)

# Management & Leadership



# Good Boss, Bad Boss

by Robert Sutton



How to Be the Best...



How to Learn from the Worst

# Create effective and humane workplaces



# Strive to be wise



- ✓ Listen, really listen
- ✓ Observe and question
- ✓ Seek balance between courage and humility

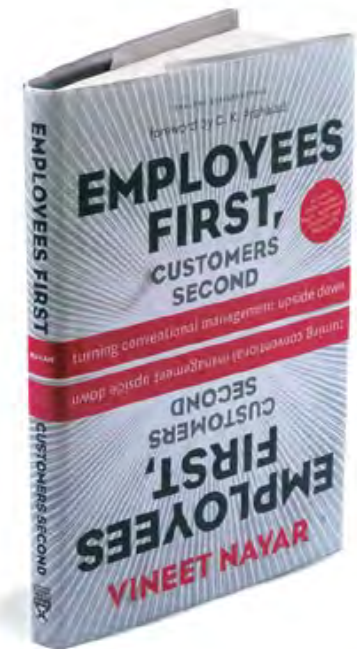
# Employees First, Customers

## Second:

*Turning Conventional Management*

*Upside Down*

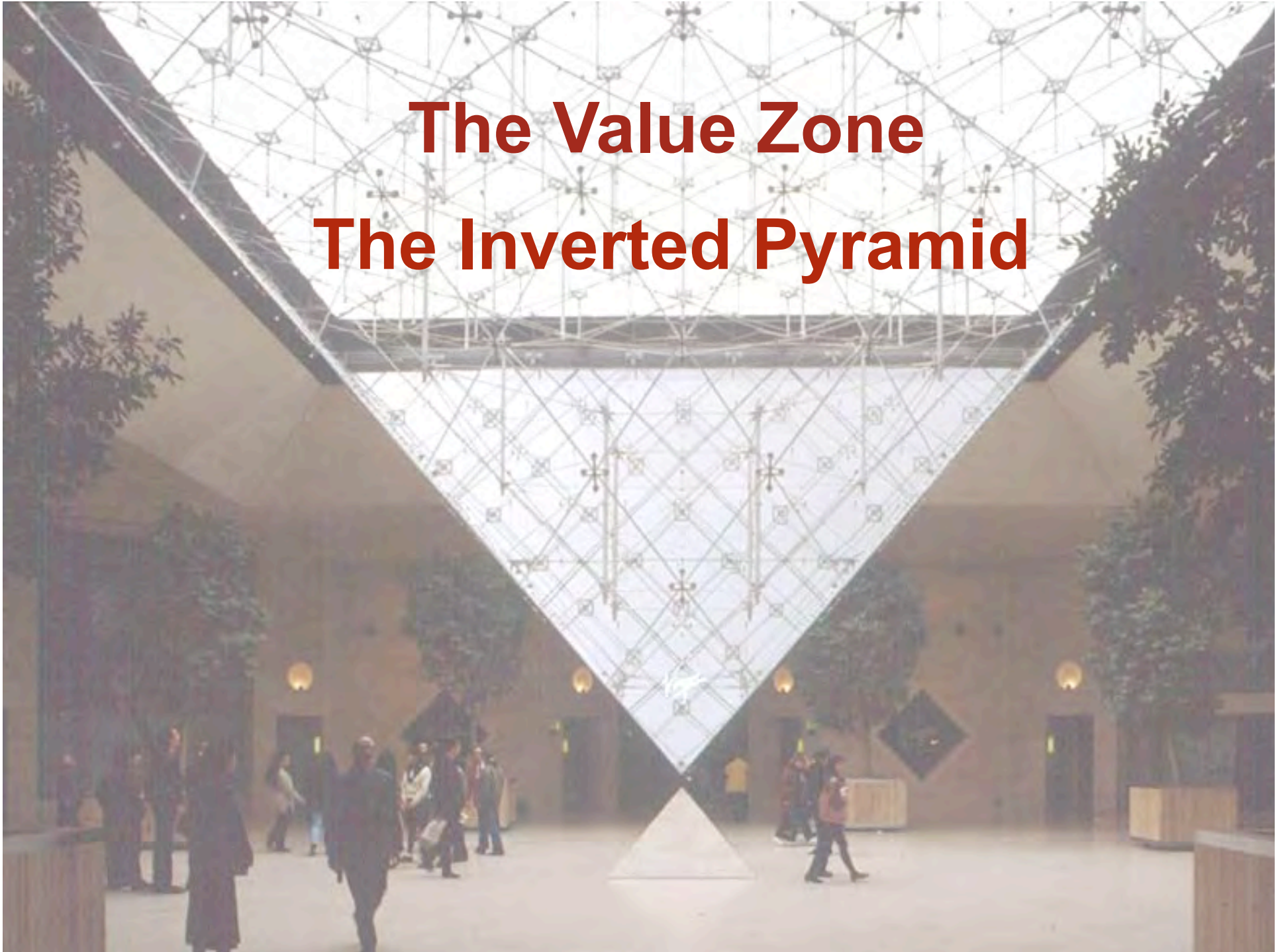
By Vineet Nayar





# **The Value Zone**

## **The Inverted Pyramid**



# Inverting the Organizational Pyramid

The image features a photograph of the Great Pyramids of Giza in Egypt, oriented upside down. The pyramids are set against a bright blue sky with scattered white clouds. The top of the image shows the desert landscape of the pyramids' base, which is now at the top of the frame. The overall composition is a visual metaphor for an inverted organizational structure.

U + I

Smart Service Desk

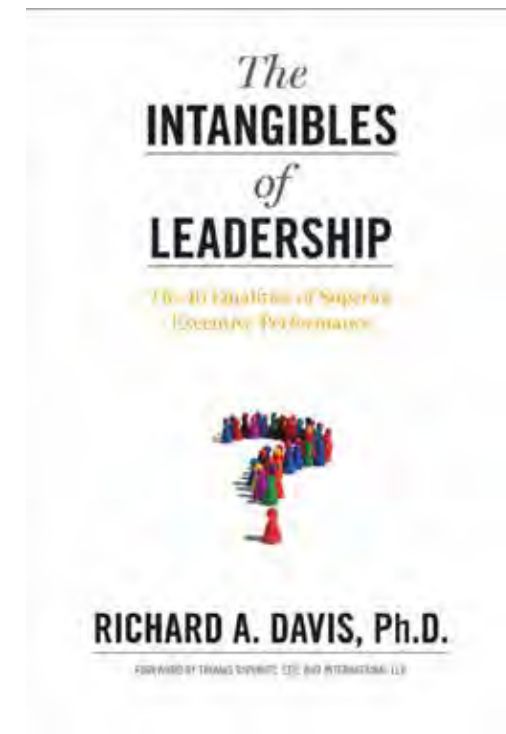
Performance Review

Directions Meetings

# **The Intangibles of Leadership:**

## *The Ten Qualities of Superior Executive Performance*

By Richard A. Davis



A group of hikers with backpacks are walking on a narrow, dirt trail that runs along the edge of a high, moss-covered cliff. To the right of the trail, a waterfall cascades down the face of the cliff. The scene is lush and green, with sunlight filtering through the trees. The hikers are dressed in outdoor gear, including hats and backpacks. The overall atmosphere is one of adventure and natural beauty.

**Wisdom**

**Fortitude**

**Integrity**

**Presence**

**Will**

**Self-Insight**

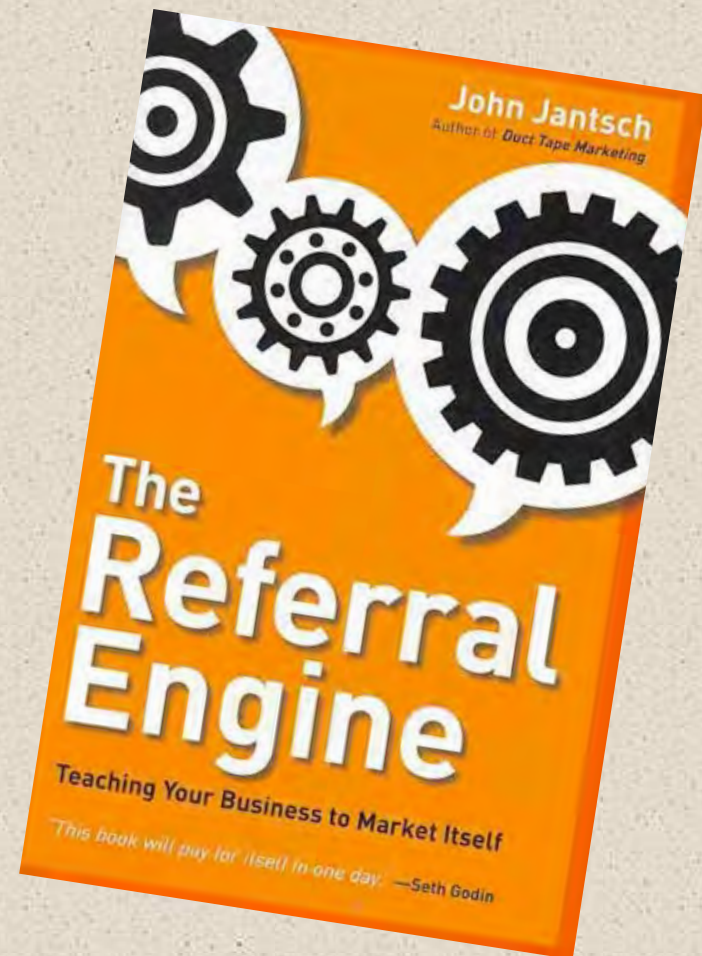
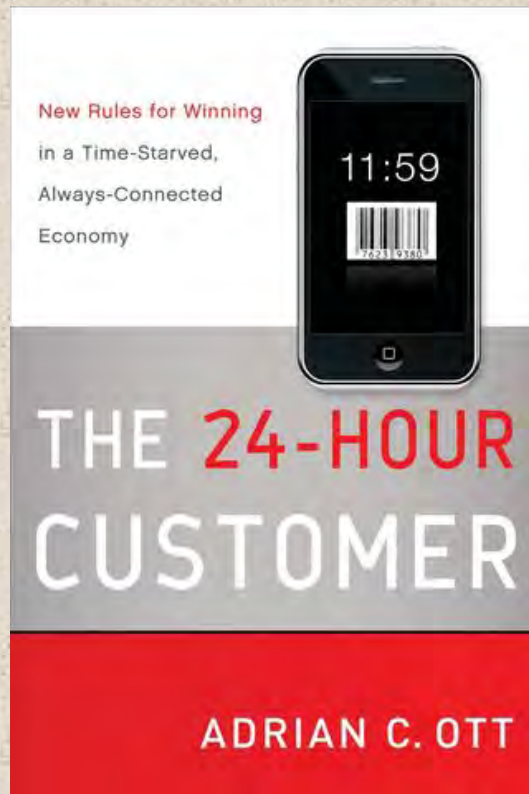
**Executive Maturity**

**Fallibility**

**Social Judgment**

**Self-Efficacy**

# Marketing



# The wired brain...



New Rules for Winning  
in a Time-Starved,  
Always-Connected  
Economy



## THE 24-HOUR CUSTOMER

ADRIAN C. OTT

**WARNING**

**I'M NOT PAYING  
ATTENTION**

# 28 minutes each day





# Increase dwell time



# Find your users' triggers



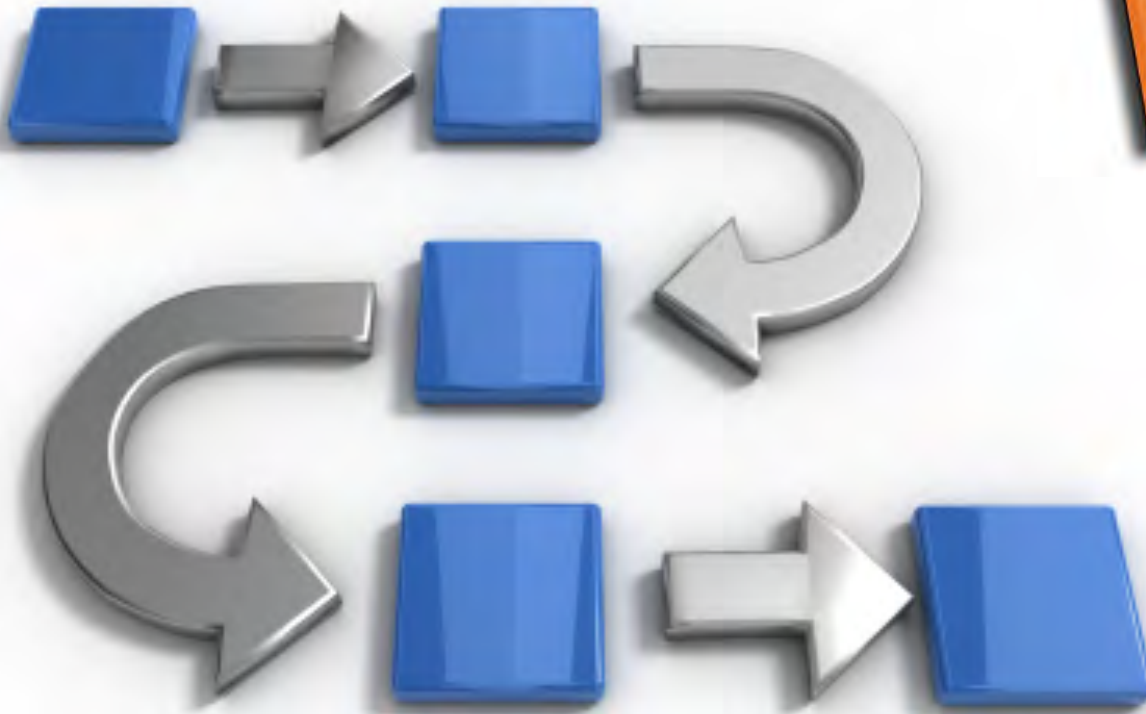
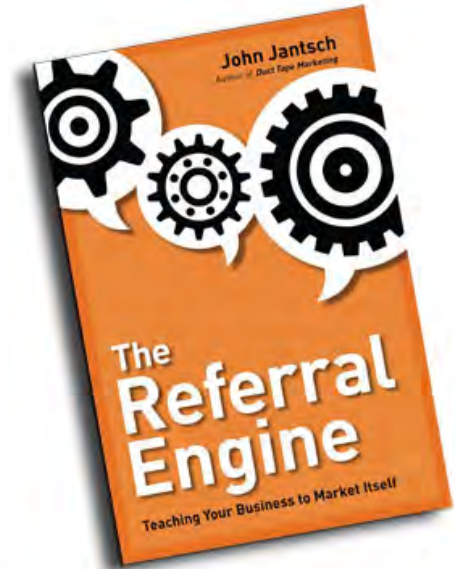
# Reduce time and effort to access



- QR codes make the library mobile!
  - QR codes on buses link to audiobooks
  - QR codes link to recommended reads

# Referral Engine

by John Jantsch



# Create Convergence



A screenshot of a Facebook page for 'Buffalo &amp; Erie County Public Library - Central Library'. The page header includes the Facebook logo, a search bar, and login fields for email and password. Below the header is a navigation bar with 'Sign Up' and the text 'Facebook helps you connect and share with the people in your life.' The main content area shows the library's profile picture, name, and location. A 'Wall' section is visible with a post from the library about 'Digital Learning Day 2012: Downloads 2 Go!'. The right sidebar contains a 'Want to like or comment on this page?' section and a 'Libraries in Nearby Cities' section listing 'Niagara Falls Libraries', 'Sanborn Libraries', and 'Ransomville Libraries'. The left sidebar shows navigation options like 'Wall', 'Info', 'Photos', 'Events', 'RSS/ Blog', 'Notes', and 'Search the Catalog'.

# Strategic Relationships



- **Add value**
- **Generate referrals**
- **Introduce new users**



# Throw a Party



Please join  
**California State Librarian Stacey Aldrich**  
and  
**Sacramento Public Library Director Rivkah K. Sass**  
as they celebrate the opening of  
**I Street: A Community Writing & Publishing Center**

**Thursday**  
**January 12, 2012**  
**6:30 to 8:30 p.m.**

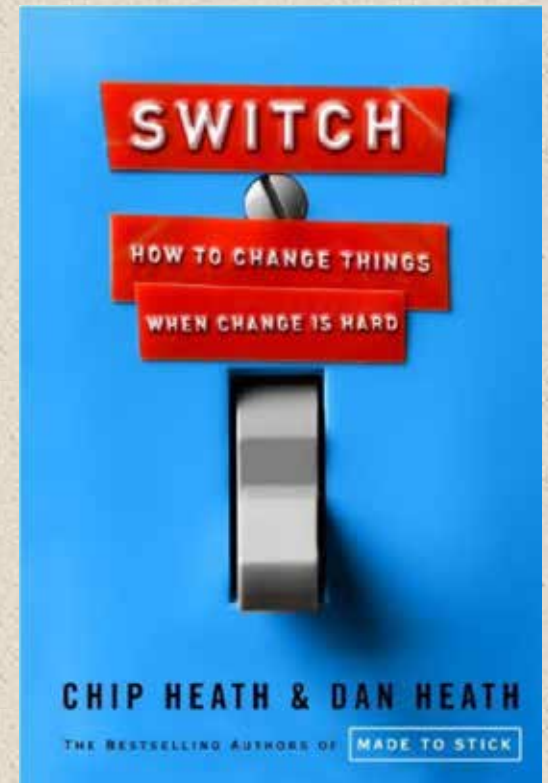
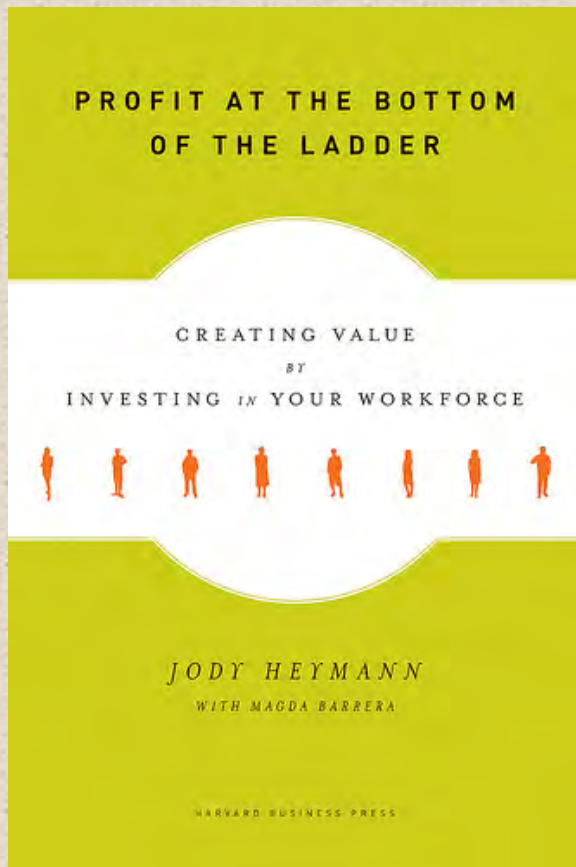
Central Library, 2nd Floor  
828 I Street

RSVP by January 10, 2012 to [istreet@saclibrary.org](mailto:istreet@saclibrary.org)  
By invitation only.

See the Espresso Book Machine in action!  
Tour the Sacramento Room and see items the public rarely views.  
Light refreshments will be provided.

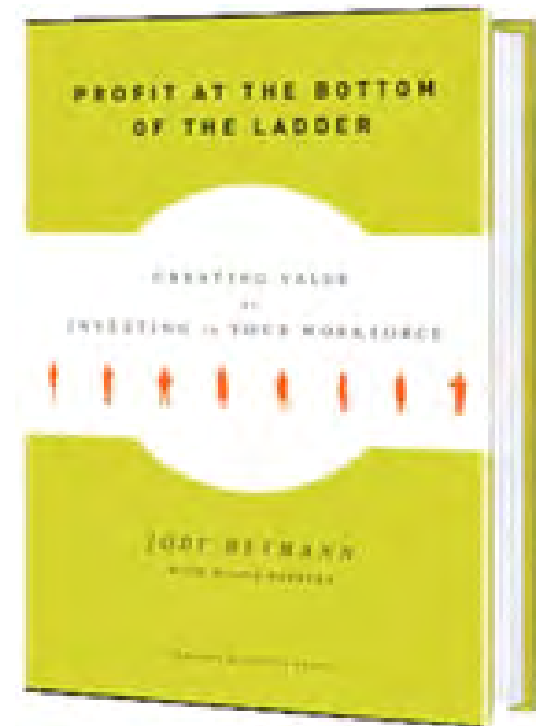
 **Sacramento Public Library** [saclibrary.org](http://saclibrary.org)

# Organizational Dynamics





# **Profit at the Bottom of the Ladder:** *Creating Value by Investing in Your Workforce* By Jody Heymann and Magda Barrera



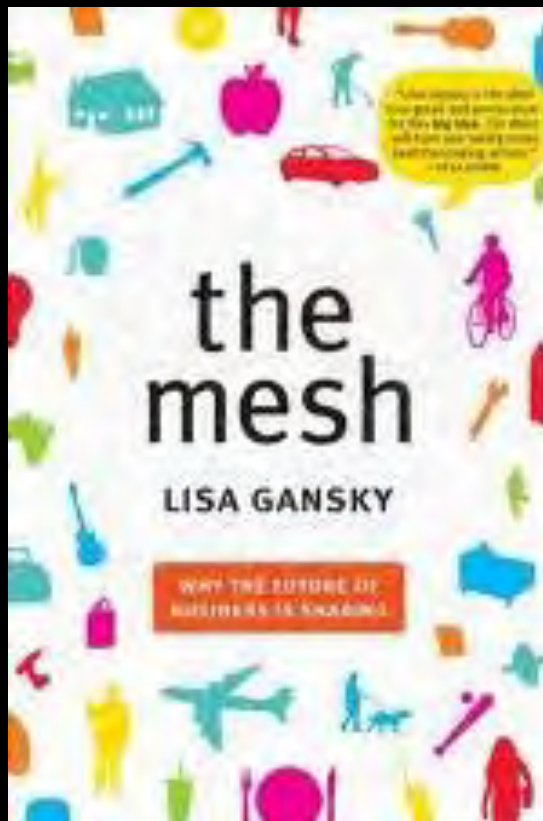
# Focus on Employees



# Blueprint for Effective Change

- **Provide Incentives**
- **Support Employee Health**
- **Train**
- **Communicate Openly**

# What's a mesh business? And why would a library care?



- Stuff that can be shared ALOT
- Web networks to track usage and customers
- Delivery of service relevant
- Offers mainly communicated by word of mouth

# the mesh in libraries

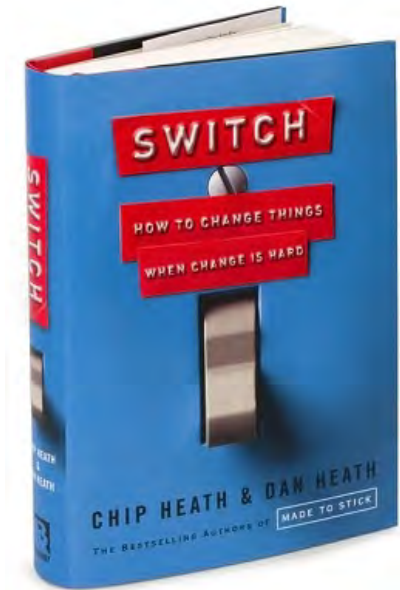


- Relevant delivery through an online library
- Collected data benefits museum partners
- Software shareable across numerous ILSs

**Over 13,000 museum and cultural visits!**

# Switch

by Chip and Dan Heath



# Two Essentials of Change Leadership

- ➔ Influence environment
- ➔ Influence heart and mind



# Direct the Rider





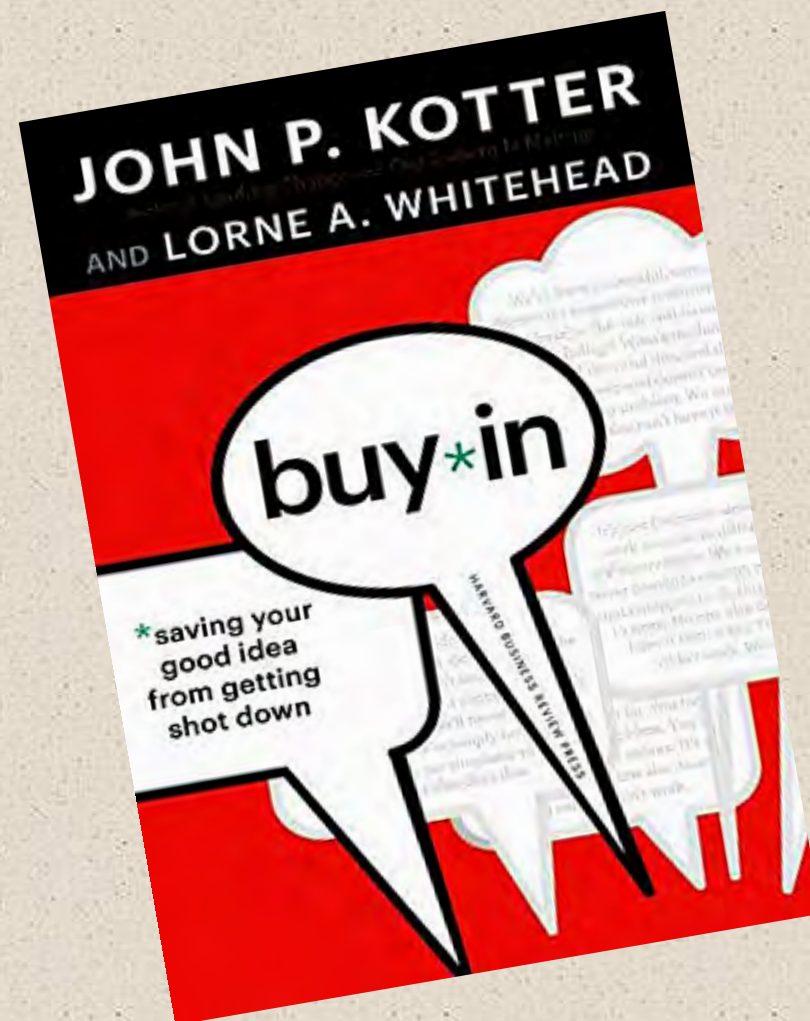
# Motivate the Elephant



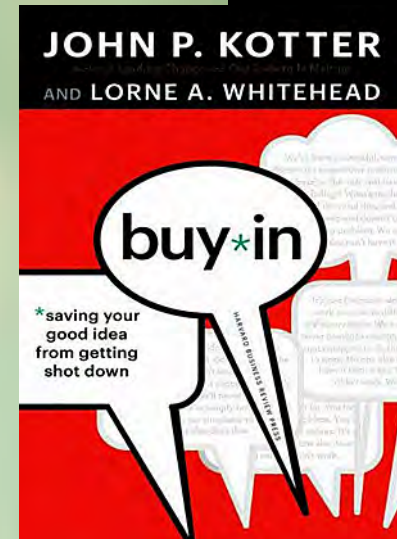
# Shape the Path



# Success



# Good ideas shot down? Create buy-in!



<http://oakblue.wordpress.com/2011/04/21/the-red-baron/>

**Let the attackers in!**



**Sure we can look at your data,  
again...**



R-E-S-P-E-C-T



<http://lyricsdog.eu/lyrics/525322>

# Focus on the majority



<http://www.whitec0de.com/20-logical-ways-to-win-an-argument/>



# Are you prepared?



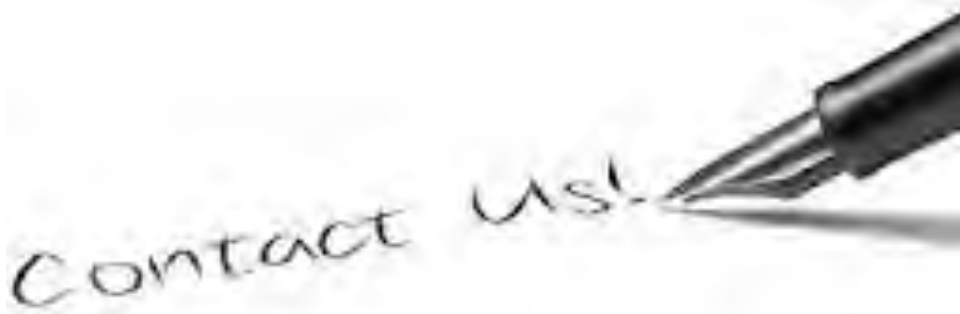
# Wrap Up







**Questions?**



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