

Organizational Storytelling for Librarians

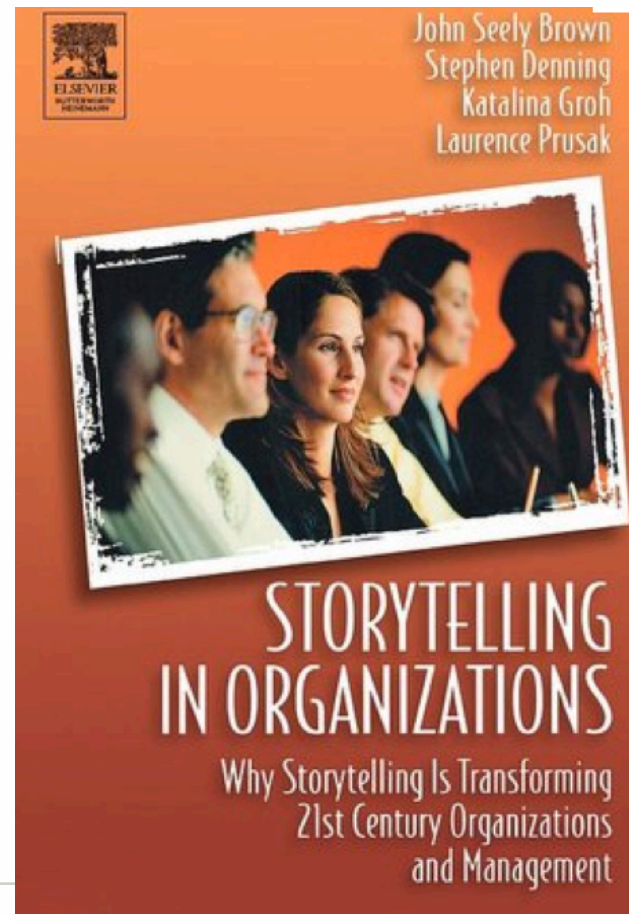
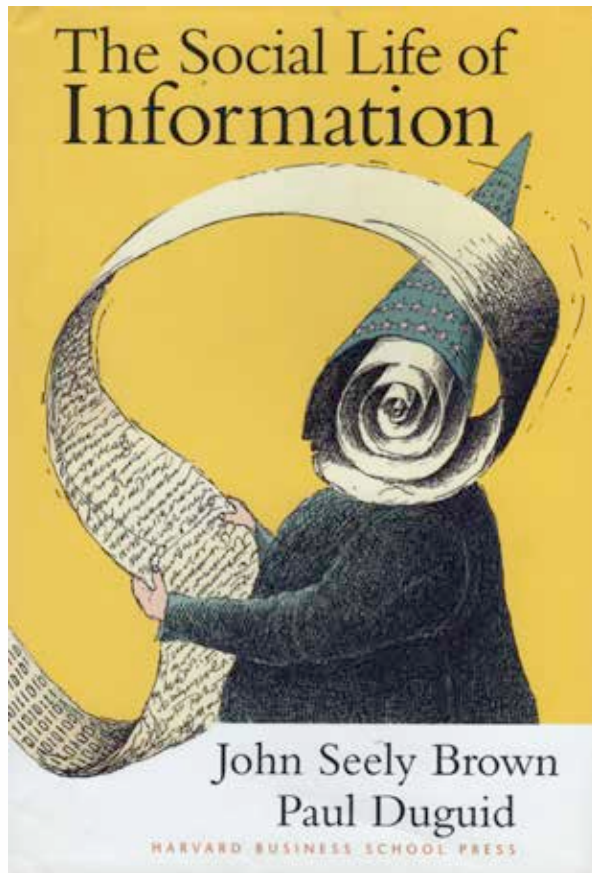
Infopeople Webinar
August 15, 2012

Kate Marek

Organizational Narrative / Organizational Storytelling

Organizational Narrative / Organizational Storytelling

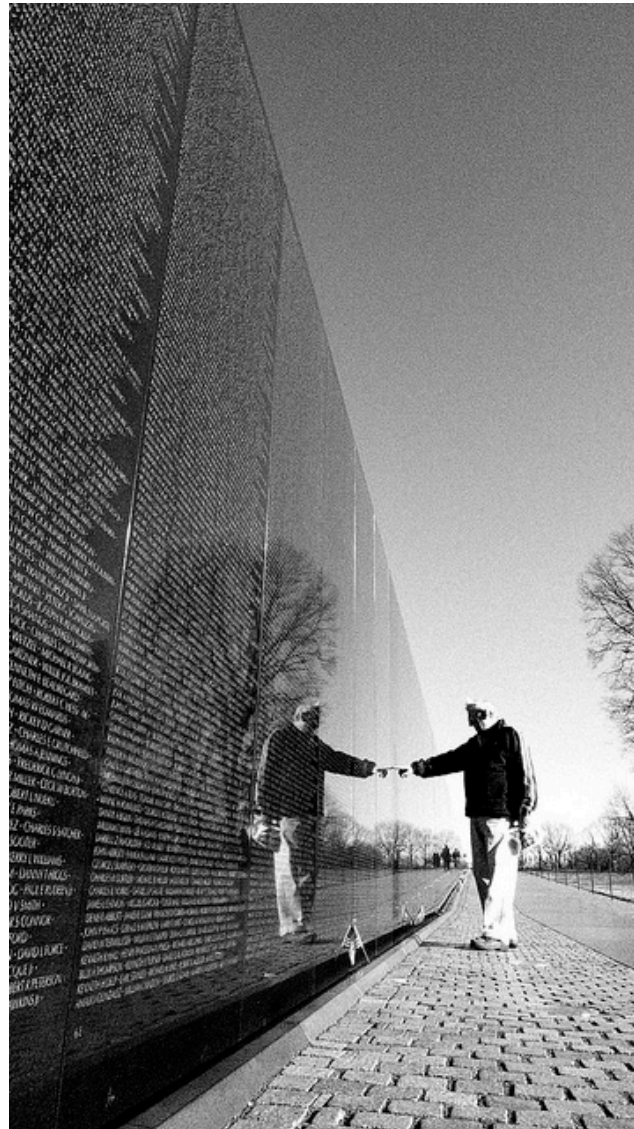
Have you heard of this concept before?



Sharing Stories

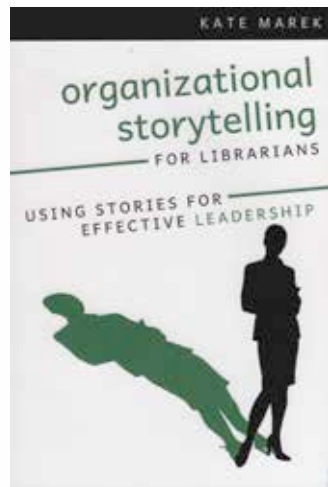
- Knowledge Management
- Leadership: Sharing Vision; Advocacy; Making connections with people through sharing ideas and values
- Organizational narrative
- Building community
- Using stories to teach





<http://www.flickr.com/photos/gregvmusic/4537079902/>

Organizational Storytelling for Librarians



- Communicating vision and values
- Using stories to navigate change
- Using stories to build community
- Library Advocacy
- Telling stories through buildings
- Developing the skill set

Leadership

Leadership

- Communicating
- Listening
- Sharing

Stories for Leadership

- “Who I Am”
- “Why I Am Here”
- The Vision story

Six Stories You Need to Know How to Tell (Simmons)

- “Who I am” stories
- “Why I am here” stories
- “The Vision”
- Teaching stories
- Values-in-action stories
- “I Know what you are thinking” stories

Facilitating Change



Syowoe Photostream, <http://www.flickr.com/photos/mavor/2391657339/>
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Building Community

Building Community

- Internal:
 Within the organization
- External:
 Among the service community

The Organization

The Sacred Bundle



<http://www.kshs.org/p/sacred-pawnee-bundle/10118>

The Sacred Bundle

- What are 4-5 key events in your library's history?
- Who are your library's heroes?
- What key values or characteristics of your library are highlighted in your stories?
- What physical artifacts might you include in your sacred bundle?
- What crisis events or stories are in your sacred bundle?

The Service Community

Building Community

- Cultural memory
- What can we create together?

StoryCorps national day of listening

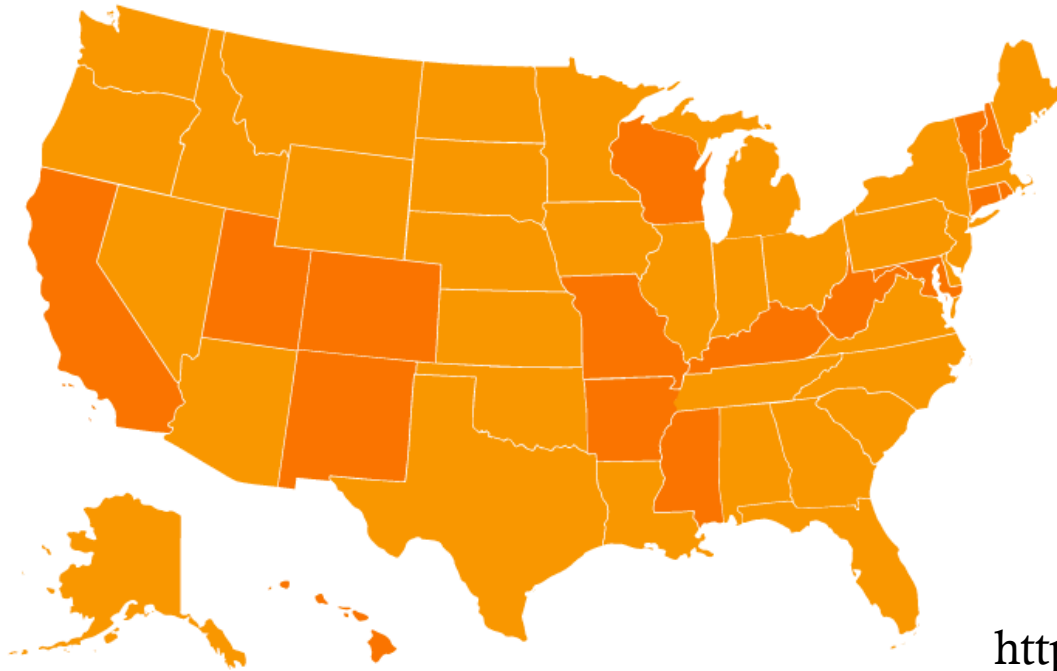
It's never too late to thank a teacher!

1. PARTICIPATE

2. LISTEN

3. SHARE

DONATE



<http://nationaldayoflistening.org/>

We asked you to send a powerful message of gratitude to teachers and you responded loud and clear! The nation is StoryCorps Orange thanks to you!

HERE'S HOW:

Post 

A memory of your favorite teacher on [Facebook](#), [Twitter](#), or [YouTube](#).

Record 

A face-to-face interview using our [DIY Guide](#)

Tell Us 

About your experience on our [Wall of Listening](#).



Story Corps Door-To-Door
service; [http://storycorps.org/
your-community/](http://storycorps.org/your-community/)

Advocacy

How good is the library? (Counting
collections and visitors)

VS

How much good does the library do?

Colorado's BHAG

- Sustained library advocacy
 - Building stories around four key messages:
 - Libraries change lives
 - Libraries build community
 - Libraries mean business
 - Libraries are a smart investment

See

<http://bhagcolorado.blogspot.com/2011/09/whats-next-library-advocacy.html>

Stories for Advocacy

- Stories of your customers
 - Get permission if you get too specific
 - Be accurate!

Telling Stories Through Buildings

Waynn Pearson

The Skill Set

“Beware the well-told story...”

Stephen Denning

Developing the Skill Set

- Be authentic
- Be accurate, but think in terms of a painting rather than a photograph
- Be yourself
- Consider your audience and consider your goals
- Be brief; Be careful of TMI !
- Be consistent and on point
- *Listen*
- *Practice*

Images, Memories, Taking Notes,
Listening

Try It!


- Take a moment to think of a “Who I am” and/or a “Why I am here” story.
- Take a moment to think of events and items that should go into your library’s “sacred bundle.”
- Consider ways to gather and share stories from within your community.
- Think of a story from your community that you could share with decision makers to advocate for support or funding.

Survey and Certificate of Attendance

Please take a minute and fill out our webinar survey.
You will find in at:

[https://survey.qualtrics.com/SE/?
SID=SV_0jrjcQFpfJ1Srn7](https://survey.qualtrics.com/SE/?SID=SV_0jrjcQFpfJ1Srn7)

Thank you!

Infopeople  *helping libraries think differently*

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