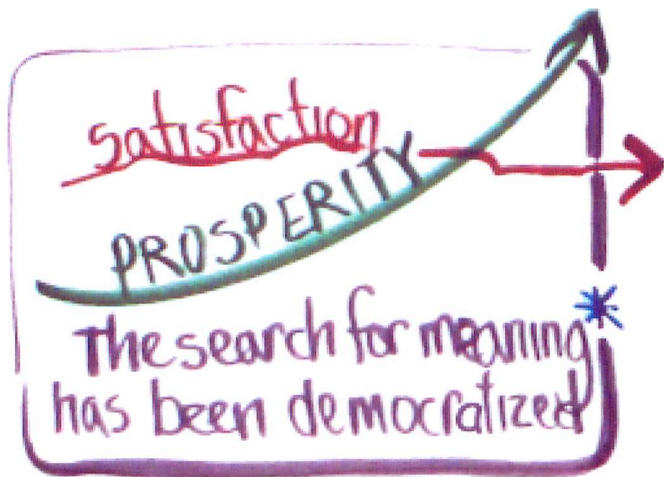


PLAAK

a new workplace ethic

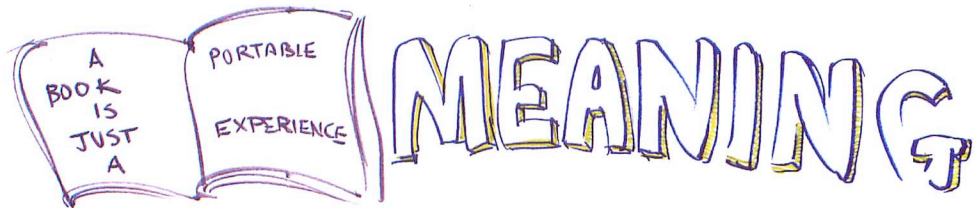
attracts people to  
the library



\* will not come from  
the commercial  
realm

TELL YOUR KIDS

Do something  
you like  
that can't be  
automated or  
outsourced



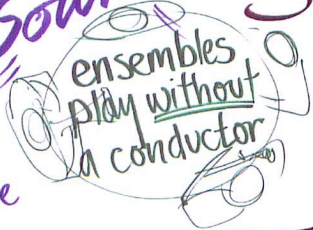
It's very important that some one else gets it

We are NOT in the information business

WE ARE in the MEANING business

Symphony  
It's the Sound!

the conductor  
brings out the best in people  
to make good music



**SYNTHESIZE**  
the  
**LIBRARY**  
**EXPERIENCE**

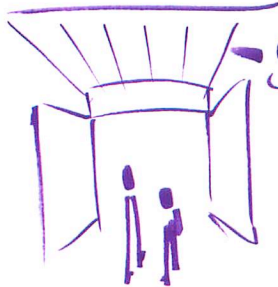
**Synthesize**

what can you  
synthesize  
for someone?

CUT TO WHAT  
THEY REALLY  
NEED!

# Empathy

- build Relationships!
- go beyond the transaction



- Use the front door
- Bring a friend
- Ask what they see



Tell people  
what they  
can do.

Help them  
with the  
solution.

# Dan Pink's Message

LET'S BE  
**MORE**

- Engaging
- Ambitious

IF WE HAVE A  
GOOD TIME,  
THEY'LL CUT OUR  
BUDGET.



If we try something new  
Something **BAD** will happen

Every Objection  
is a Design Opportunity!

**DESIGN**

is entirely in the  
eyes of the  
Beholder.

users should ignore designs  
that do not meet their needs.

not religious  
dogma

All of us are  
designers

Once you have the facts  
close the deal  
**STORIES**

be  
careful  
how you cast  
your characters

Boy, they just don't  
get it do they!?

Maybe you don't  
understand/empathize  
with your community.

# Asia

## BIG Numbers

India soon to be world's largest English speaking nation.

# Automation

20<sup>th</sup> century = routine (the kind of work we're exporting)  
21<sup>st</sup> century = routine mind work

# Abundance



\*

BIGGER HOUSES  
SMALLER FAMILIES  
TOO MUCH STUFF

\* comes quickly these days

STORAGE INDUSTRY is bigger than MOVIE INDUSTRY

satisfaction  
PROSPERITY  
The search for meaning\* has been democratized

\* will not come from the commercial realm

# Routine

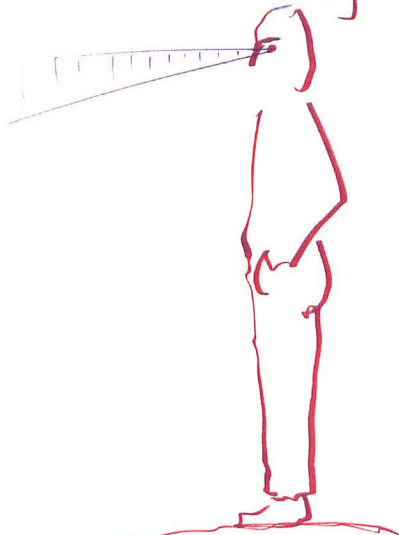


step+step+step = right answer

this kind of work is not coming back

Step Back

Look for  
what's  
missing



dp@danpink.com

Left Right  
Complicated  
Brain

Logical  
Linear  
&  
very essential  
but  
no longer sufficient

artistic  
empathic  
contextual

Routine

step + step + step = right answer



my kind of work

[this kind of work  
is not coming back]