

Strategic Positioning: Five Approaches that Work

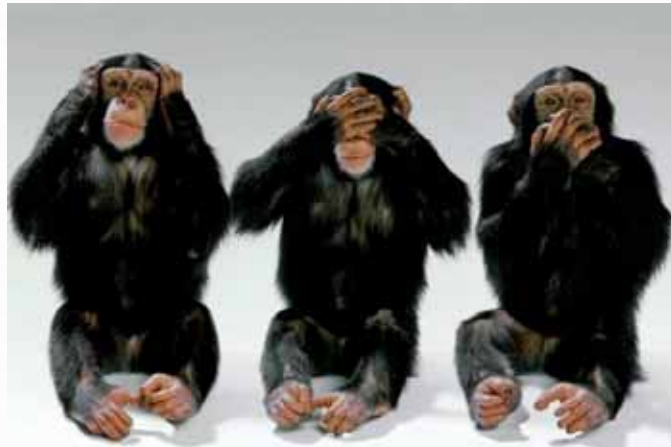
Joan Frye Williams and George Needham

CLA Conference
November 15 and 16, 2008

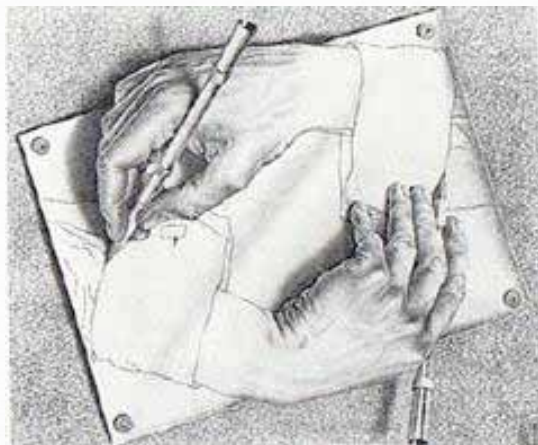
Of course you have a *great* library...



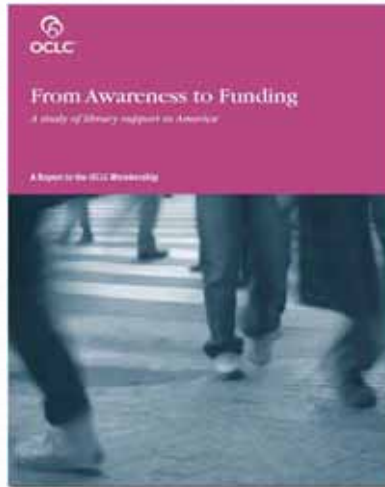
But you can't rest on your laurels



“The best way to predict the future is to create it.” *Alan Kay*



OCLC's newest report on advocacy and funding



Strategy 1 From exception to mainstream



*Which library policies and procedures
always confuse civilians?*



From exception to mainstream

Bottom line
Less gate-keeping, more convenience



From exception to mainstream

Strategy 2

From altruism to return on investment



*What are you spending time on that
civilians will NEVER notice?*



From altruism to return on investment

Bottom line

Less perfectionism, more efficiency



From altruism to return on investment

Strategy 3

From a focus on the past
to a focus on the future



What kinds of changes do you think will affect your library in the future?



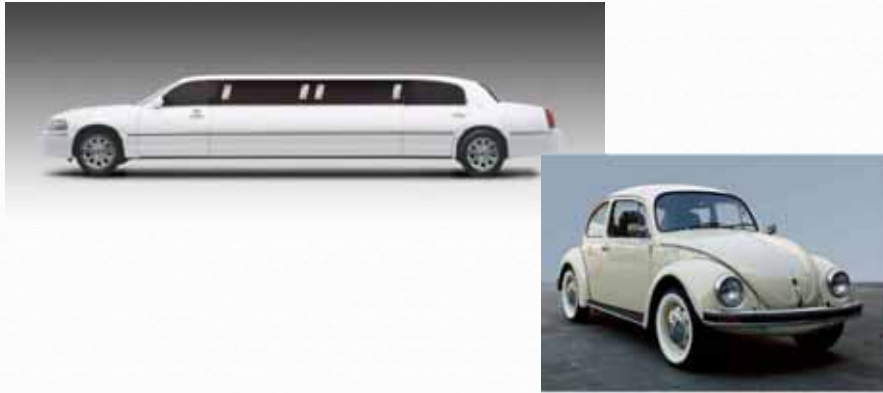
From focus on the past to focus on the future

Bottom line
Less caution, more flexibility



From focus on the past to focus on the future

Strategy 4
From frill to necessity



What's holding you back from being more proactive?



From frill to necessity

Bottom line

Less reticence, more urgency



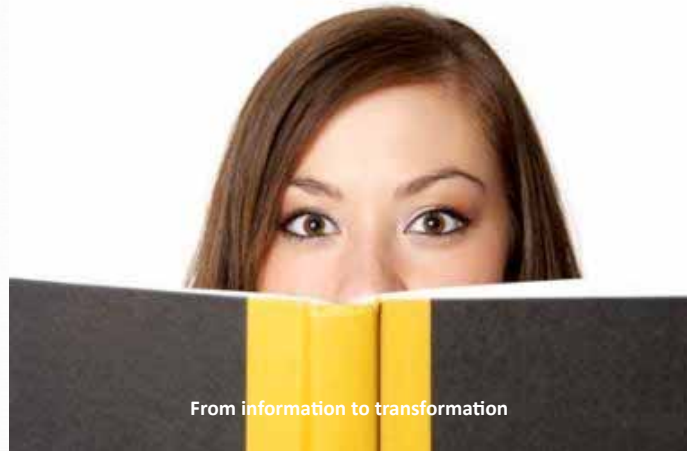
From frill to necessity

Strategy 5

From information to transformation



How has a favorite book, movie, or piece of music changed YOUR life?



From information to transformation

Bottom line
Relationships trump transactions



From information to transformation

Passionate library workers



Thank you!



Podcasts: <http://feeds.feedburner.com/InfoblogGeorgeAndJoan>