

Libraries, We Mean Business:
Best Ideas from LJ's Best Business Books of the Year
February 16, 2012
Presented by: Chris Brown, Lisa Dale, Deborah Lipoma

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How Do You Keep Up?

Library Journal's Best Business Books



Management & Leadership

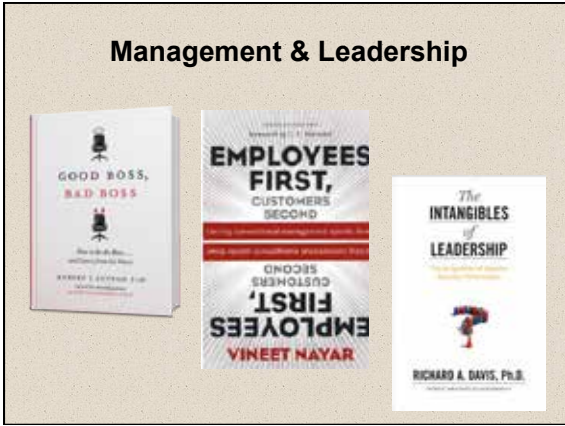
Organizational Dynamics

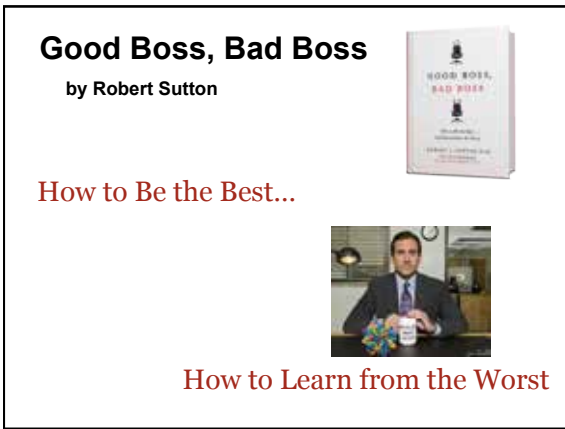
Marketing

Success

http://www.libraryjournal.com/lj/collectiondevelopmentspecialty2/888437-483/lj_best_business_books_2010.html.csp

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Strive to be wise



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

Employees First, Customers

Second:

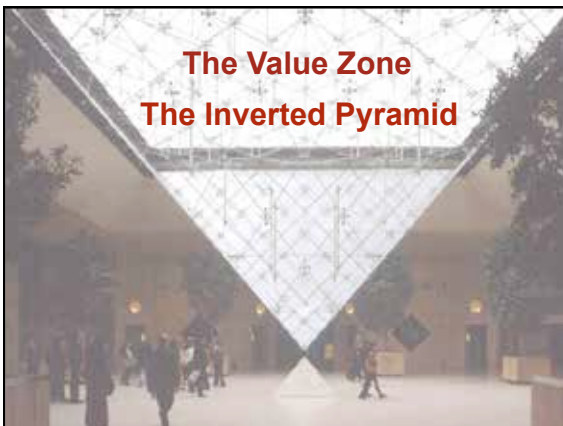
Turning Conventional Management

Upside Down

By Vineet Nayar

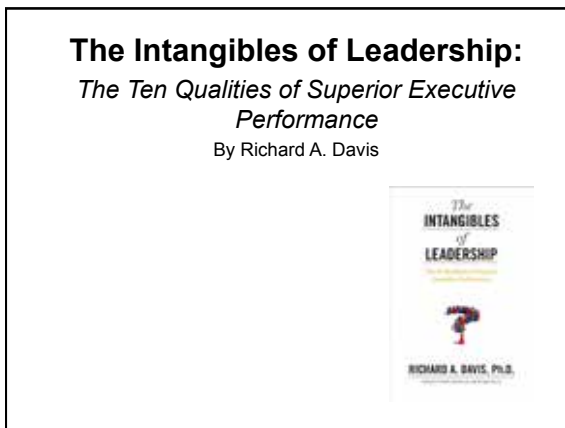


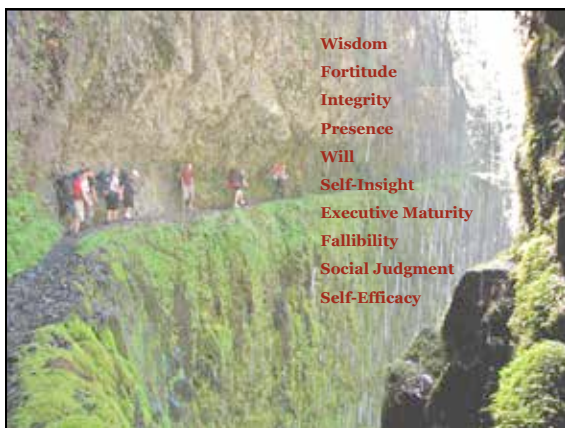
The Value Zone The Inverted Pyramid



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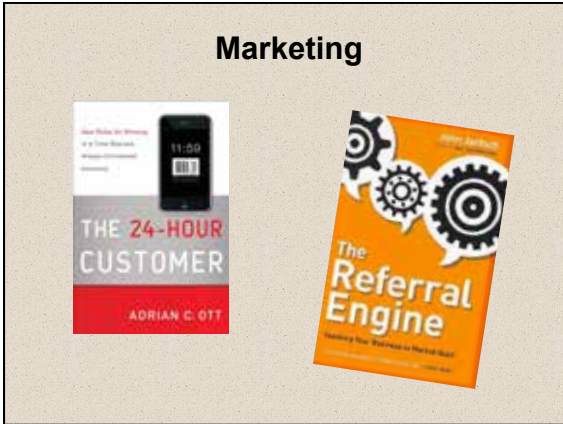




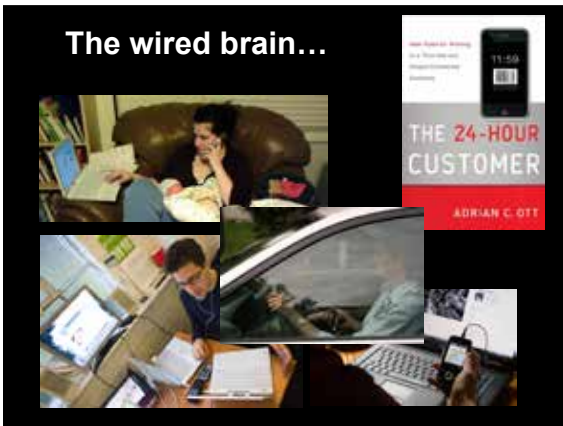


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Marketing



The wired brain...





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28 minutes each day



Increase dwell time



Find your users' triggers



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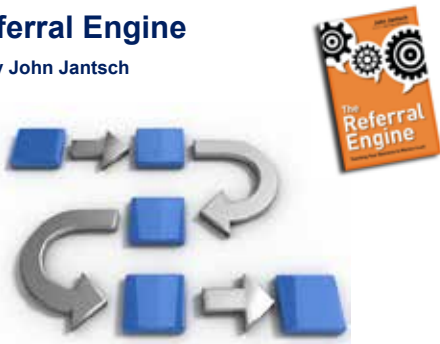
Reduce time and effort to access



- 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



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Strategic Relationships



- Add value
- Generate referrals
- Introduce new users

Throw a Party



Organizational Dynamics



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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

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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



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Two Essentials of Change Leadership

- Influence environment
- Influence heart and mind



Direct the Rider



Motivate the Elephant

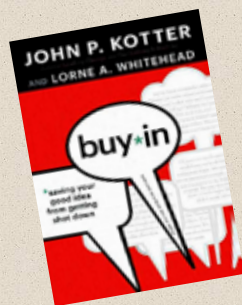


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Shape the Path



Success



Good ideas shot down? Create buy-in!



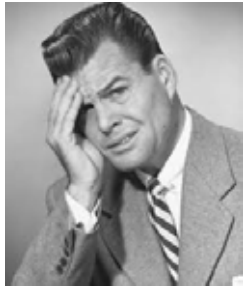
<http://oakblue.wordpress.com/2011/04/21/the-red-baron/>

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Let the attackers in!



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




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



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

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Focus on the majority



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

Are you prepared?




Wrap Up



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