Identifying and Acquiring New Skills:
The Key to Career Growth and Advancement

An Infopeople Webinar

Tuesday, July 10, 2012

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Infopeople helping libraries think differently

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"From the neatly defined roles reflected in library school courses of the mid-70s to the thousands of job titles collected in the SLA's recent salary survey, we librarians or information professionals definitely aren't what we once were. If we play our KM or "knowledge engineer" cards right, there are very few areas in any organization in which we won't have significant contributions to make."

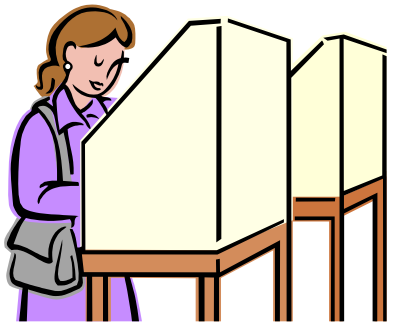
"Education for Changing Roles" by Gaye Colvin.
Information Outlook, Oct/Nov 2009, p. 21

Why this webinar?

- Struggling colleagues
- Desire change
- Many opportunities
- Share experiences
- Hope/inspiration/new ideas

Poll #1:

How Many of These Apply to You?



1. Ever been laid off?
2. Unemployed now?
3. Stuck in a rut; no place to go in present job?
4. Lack skills; can't compete for dream job?
5. Want to break out, but don't know how?

Agenda

- Skills review
- Self-assessment
- Acquiring new skills
- Next: Webinar #2: August 14, 2012

Poll #2:

Excuses, Excuses…What's your excuse?

1. Employer won't pay
2. No time to job hunt
3. Unemployed; lack funds for networking/ conferences
4. Don't know-how
5. Can't job search at work

Excuses, Excuses…

There are no valid Excuses!

Review of Skills for Career Advancement

Why Skills are So Important

- Satisfy job requirements/qualifications
- Quantifiably stratify job applicants
- Transferrable
- Command higher salaries
- Grow professionally and personally

Computer/Technical Skills

- Digitization
- Electronic
  - indexing
  - Archiving
  - metadata
- Taxonomy
- Document Management

More Computer/Technical Skills

- Enterprise Content Management
- Knowledge Management
- Records management
- Digital asset management

Even More Computer/Technical Skills

- Finding aids/Pathfinders
- Web site design
- Web 2.0/Social networking
- 21st century cataloging

“Beyond Reference” Skills

- Strategic knowledge/advantage
- Results driven problem solving
- “Value add” solutions

Far “Beyond Reference” Skills

- Research and analysis
- Competitive intelligence
- Thinking outside the box

Poll #3:

"Beyond Reference" Skills

Which skills to add?

1. Strategic knowledge/advantage
2. Results driven problem solving
3. Providing "value add" solutions
4. Research and analysis
5. Competitive intelligence
6. Thinking outside the box

Business/Management Skills

- Marketing and sales
- People management/supervisory
- Volunteer recruiting and management
- Strategic planning and policies

More Business/Management Skills

- Financial/budget
- Communications
- Public speaking and presentations
- Project management

Even More Business/Management Skills

- Effective writing
- Proposals for fundraising and grants
- Meeting and event planning

Self Assessment
Let's Get Started…

- Where am I now?

Current Skills Assessment

	Clueless	Novice	Competent	Expert
Digitization				
21st Century Cataloging				
Communications				
Records Management				
Taxonomy				
Web Site Design				
Web 2.0/Social Networking				

Current Skills Assessment

	Clueless	Novice	Competent	Expert
Digitization	x			
21st Century Cataloging				x
Communications			x	
Records Management	x			
Taxonomy	x			
Web Site Design		x		
Web 2.0/Social Networking			x	

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Strategies for Acquiring New Skills

- Reading/classes/webinars
- Writing/blogging
- Networking – in person and online

Strategies for Acquiring New Skills

- Finding or being a mentor
- Volunteering
- Mid-career internships

Poll #4:

Strategies for Acquiring New Skills

Which will you choose?

1. Reading/classes/webinars
2. Writing/blogging
3. Networking – in person and online
4. Finding or being a mentor
5. Volunteering
6. Mid-career internships

Questions?

Follow Up – Resources

AIIM http://www.aiim.org/

AIIM ECM Network on LinkedIn

http://linkd.in/qoWR8S

AIIP http://www.aiip.org

ARMA http://www.arma.org/

ASIS&T http://asis.org/

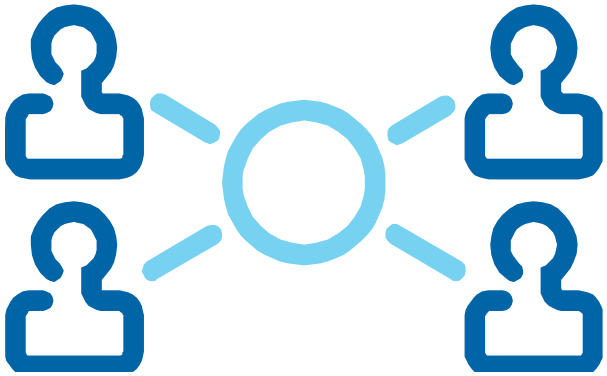
More – Resources

ASIS&T http://asis.org/

SAA http://www2.archivists.org/

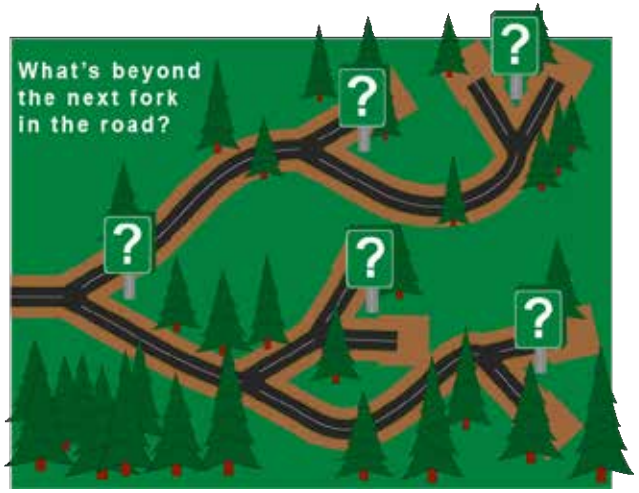
SCIP http://scip.org/

SLA http://www.sla.org



What's Next?
Developing Your Plan for Successful Career Growth and Advancement

Webinar 2: Tuesday, August 14, 2012



Deb and David also provide:

- Workshops/seminars
- Customized career counseling, resume writing, mentoring

Contact Us: Join our mailing list to more learn about our upcoming workshops, counseling services, publications and discussion groups.
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