

Organizational Storytelling for Librarians

Organizational Storytelling
for Librarians

Infopeople Webinar
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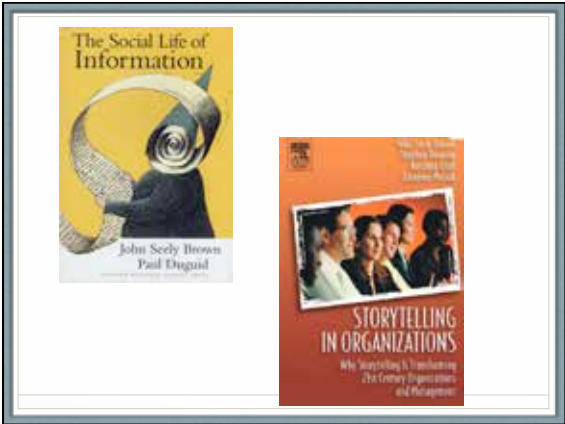
Organizational Narrative /
Organizational Storytelling

Organizational Narrative /
Organizational Storytelling

Have you heard of this concept before?

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Organizational Storytelling for Librarians



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



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Organizational Storytelling for Librarians



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

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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

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Facilitating Change



Building Community

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Organizational Storytelling for Librarians

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>

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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

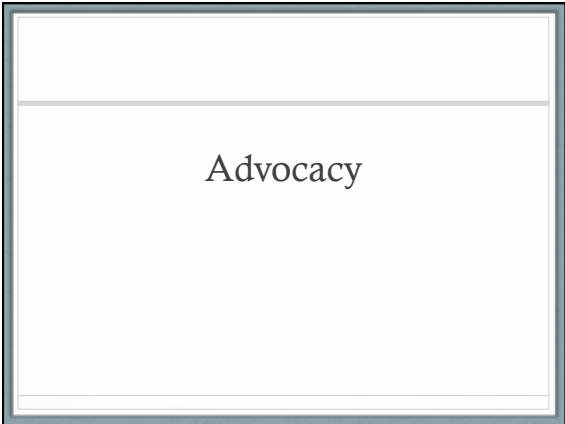
- Cultural memory
- What can we create together?

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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!

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Telling Stories Through Buildings
Waynn Pearson

The Skill Set

“Beware the well-told story...”
Stephen Denning

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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!

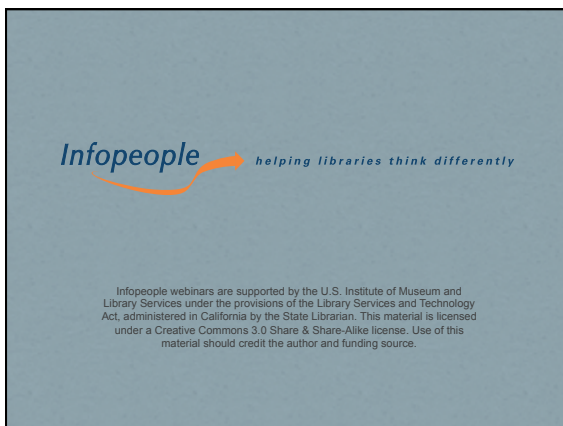
- Take a moment to think of a “Who I am” and/or a “Why I am here” story.
- Take a moment to think of events and items that should go into your library’s “sacred bundle.”
- Consider ways to gather and share stories from within your community.
- Think of a story from your community that you could share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

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