Welcome to today’s Infopeople Webinar!

Infopeople is dedicated to bringing you the best in practical library training and improving information access for the public by improving the skills of library workers. Infopeople, a grant project of the Califa Group, is supported in part by the Institute of Museum and Library Services under the provisions of the Library Services and Technology Act administered in California by the State Librarian. This material is covered by Creative Commons 4.0 Non-commercial Share Alike license. Any use of this material should credit the funding source.
FOSTERING INNOVATION and CREATIVITY today:

- barriers
- examples
- techniques
- risk
FOSTERING INNOVATION and CREATIVITY today:

- potential barriers
- examples
- techniques
- risk

FOSTERING INNOVATION and CREATIVITY
today:

- barriers
- examples of innovation
- techniques
- risk

FOSTERING INNOVATION and CREATIVITY
FOSTERING INNOVATION and CREATIVITY today:

• barriers
• examples
• innovation techniques
• risk
FOSTERING INNOVATION and CREATIVITY

today:

• barriers
• examples
• techniques
• balancing risk
FOSTERING INNOVATION and CREATIVITY

today:

- potential barriers
What gets IN THE WAY of innovation?

I just don’t have time to innovate.

We don’t have the money to innovate.
What gets IN THE WAY of innovation?

I don’t think that’s my role...
What gets IN THE WAY of innovation?

I’m not innovative...
What gets IN THE WAY of innovation?

I don’t know what kind of innovation libraries need.

The way we do things today is OK/fine/good enough.
What is innovation?

FOSTERING INNOVATION and CREATIVITY
What is innovation?

Noun.
in·no·va·tion \ˌi-nə-ˈvā-shən\  

*The act or process of introducing new ideas, devices, or methods.*  

Source: Merriam-Webster
“Creativity is thinking up new things. **Innovation** is doing new things.”

Theodore Levitt

Source: Merriam-Webster
I don’t know what kind of innovation libraries need.
Libraries...

- services
- collections
- facilities
- programming
- technologies
- instruction
- collaborations
- roles/types of library staff
- outreach
Libraries...

- services
- collections
- facilities
- programming
- technologies
- instruction
- collaborations
- roles/types of library staff
- outreach
Libraries... to better meet the needs of your community

New
- services
- collections
- facilities
- programming

Remodeled
- technologies
- instruction
- collaborations

Redefined
- roles/types of library staff
- outreach
Libraries…

- services
- collections
- facilities
- technologies
- instruction
- collaborations
- roles/types of library staff
- outreach

New

Redefined

“Library now offers seeds for ‘checkout’…”

…to better meet the needs of your community
"Library users can now check out a bike"
Libraries...

- services
- collections
- facilities
- technologies
- instruction
- collaborations
- roles/types of library staff
- outreach

"Airport libraries cater to readers on the go"

New

Redefine

to better meet the needs of your community
Libraries...

- services
- collections
- facilities
- programming
- technologies
- instruction
- collaborations
- roles/types of library staff
- outreach

New

Redefine

“Pop-up library appears throughout community”

to better meet the needs of your community
Libraries...

- services
- collections
- facilities
- new technologies
- instruction
- collaborations
- roles/types of library staff
- outreach

“Bookmobile delivers computers and wifi”

“...to better meet the needs of your community”
Library used its 3d printer to make a prosthetic hand for girl.
Libraries...

- services
- collections
- facilities
- programs
- technologies
- instruction
- collaborations
- roles/types of library staff
- outreach

"Library social worker connects homeless with meals"
Libraries...

- services
- collections
- facilities
- technologies
- instruction
- collaborations
- roles/types of library staff
- outreach

“Library nurses look after those in need.”

To better meet the needs of your community.
Libraries...

- services
- collections
- facilities
- programming
- technologies
- instruction
- collaborations
- roles/types of library staff
- outreach

What recent examples of library innovation can you think of? Please share in the chat.

New

Remodeled

Redefined

better meet the needs of your community
Why do we need to innovate?

The way we do things today is OK/fine/good enough.
As a leader you may have specific goals about where you are going, but you also should be open to new possibilities. Why? Because we need new answers for our changing world. Let's face it, our world today is different from what it was 50, 20, and even 10 years ago. Our technology, culture, economics, and community life are significantly different than they used to be. And the changes are only accelerating.

Those changes present new challenges and often demand new solutions. If we know something that has worked before is likely to work again, we don't have to reinvent the wheel. But in order to find workable solutions to some new problems, we need to be open to possibilities that might not have been tried before.

Marya Axner       The Community Tool Box, Kansas University
Expanding access to education, learning opportunities and social connections for all is one of the great challenges of our time. It is a challenge made more urgent by the rapid transition from old industrial and service-based economic models to a new economy in which knowledge and creativity are the drivers of productivity and economic growth, and information, technology and learning are central to economic performance and prosperity. It is not only the economy but all of society that is being reshaped by these trends. Amid these changes, there are divides in wealth, digital inclusion and participation that threaten to widen if we as a nation do not commit to new thinking and aggressive action to provide these opportunities for all. This is a time of great opportunity for communities, institutions and individuals who are willing to champion new thinking and nurture new relationships.
FOSTERING
INNOVATION
and CREATIVITY

Where you ARE

Where you WANT and NEED to be

how do you get from where you are to where you want and need to be?
10 WAYS TO FOSTER A CULTURE OF INNOVATION:

1. Include innovation in planning documents.
2. Hire people who are innovators.
3. Include innovation goals and actions in new employee orientation.
4. Include innovation goals and actions in performance evaluations.
5. Provide creativity and innovation training.
6. Invest in hands-on learning.
7. Find ways to support collaboration.
8. Engage in ongoing conversations with library users and others.
9. Encourage play, experimentation, and risk taking.
10. Encourage and capture innovative ideas.

FOSTERING INNOVATION and CREATIVITY
FOSTERING INNOVATION and CREATIVITY

Where you ARE → Where you WANT and NEED to be

Strategy and Planning (essential for innovation)
FOSTERING INNOVATION and CREATIVITY today:

• barriers
• examples
• innovation techniques
• risk
FOSTERING INNOVATION and CREATIVITY

practicing innovation:

• inspiration
• ideation
• iteration
practicing innovation:
• inspiration
• ideation
• iteration

designthinkingforlibraries.com
i. inspiration

Start with a clear challenge or need or purpose.
i. inspiration

Start with a clear **challenge** or **need** or **purpose**.

---

**USER GROUP** + **USER NEED/PROBLEM**
i. inspiration

Start with a clear challenge or need or purpose.

older adults in our town + social isolation

USER GROUP + USER NEED/PROBLEM
i. inspiration

Start with a clear **challenge** or **need** or **purpose**.

**explore and learn about the challenge**
Start with a clear challenge or need or purpose.
i. inspiration

Start with a clear challenge or need or purpose.

older adults in our town + social isolation

USER GROUP + USER NEED/PROBLEM

listen
observe
interview
explore
learn
When Albert Einstein was asked, “Given one hour to solve a problem, how would you approach it?” He replied, “Spend 55 minutes understanding the question, then 5 minutes finding the answer.”
ii. ideation

- brainstorm
- select an idea
- create a prototype
ii. ideation

brainstorm → “How might we...?”
select an idea
create a prototype
“Really great ideas are very rare and very valuable. More ideas increase chances of getting a good one. Volume matters.”

Source: Adobe Kickbox Workshop Guide. Kickbox.adobe.com
successful brainstorms:

pay attention to:
• the time of day
• the location
• the tools
• reflection time
• time limits
• the “rules”

“rules”:
• defer judgment
• encourage wild ideas
• build on ideas of others (“yes and…”)
• stay focused
• one voice at a time
• be visual
• go for quantity

Source: Design Thinking in a Day
idea generation exercises:

- leaves technique
- idea chain
- brain walking
- brain writing
ii. ideation

- brainstorm
- select an idea
- create a prototype
ii. ideation

- brainstorm
- select an idea
- create a prototype

Disney method

fist of five technique
Critic

Realist

Dreamer

Disney method
ii. ideation

- brainstorm
- select an idea
- create a prototype
prototypes

bring your idea to life!

get the idea out of your head and into the world
prototypes

bring your idea to life!

get the idea out of your head and into the world

a model

a role play

an advertisement
practicing innovation:

- inspiration
- ideation
- iteration

FOSTERING INNOVATION and CREATIVITY
iii. iteration

put your prototype in front of your users and get feedback

potential questions to ask:

• What excites you about this idea and why?
• If you could change one thing about this prototype, what would it be?
• What else would you like to improve about this idea?
• What do you NOT like about this idea?
• What do you need to hear or learn more about in order to understand this idea?

Source: Design Thinking in a Day
“Go ahead and **make mistakes**. That is an essential step in the process of creativity. The more things you try, the more likely you will eventually hit upon something that works.”

Marya Axner  The Community Tool Box Kansas University
Assessing RISK
potential risk: *Kindergarten Readiness Program has low enrollment*

<table>
<thead>
<tr>
<th>Risk</th>
<th>Probability of Occurrence (%)</th>
<th>Possible Actions</th>
<th>Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 12 Children</td>
<td>80%</td>
<td>• Start with larger group</td>
<td>+$100</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Awards: Free book; food</td>
<td>+$720</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Baby Storytime</td>
<td>+$480</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Outside of library</td>
<td>+$300</td>
</tr>
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FOSTERING INNOVATION and CREATIVITY

review:

• foster the culture
• practice the techniques (identify a need/problem, explore the problem, ideate and iterate)
• assess risks
what next?

• **what actions** will you take in the next 3 months to foster a culture of innovation?
• **with whom will you share** resources and ideas from today?
Additional Resources

• This webinar includes material from the Nexus Leadership Curriculum, *Fostering Innovation and Creativity*, made possible in part by the Institute of Museum and Library Services [AWARD NUMBER: RE-00-14-0095-14], and made available through Educopia under a Creative Commons Attribution 4.0 International license (CC BY 4.0). [educopia.org/research/grants/nexus-lab-leading-across-boundaries](educopia.org/research/grants/nexus-lab-leading-across-boundaries)


• Design Thinking for Libraries, “Design Thinking in a Day” (the At-a-Glance Guide) - [designthinkingforlibraries.com](designthinkingforlibraries.com)

• Design Kit by IDEO – for case studies and design-thinking methods - [www.designkit.org](www.designkit.org)

• Adobe Kickbox Innovation toolkit & free workshop - [kickbox.adobe.com/workshop/kickbox](kickbox.adobe.com/workshop/kickbox)

• *How Conservative Organizations Can Innovate Successfully* by the Center for Creative Leadership - [insights.ccl.org/articles/leading-effectively-articles/how-conservative-organizations-can-innovate-successfully/](insights.ccl.org/articles/leading-effectively-articles/how-conservative-organizations-can-innovate-successfully/)

• *Stop Winging It: How Innovation Works and How to Lead It* by the Center for Creative Leadership - [insights.ccl.org/articles/leading-effectively-articles/stop-winging-it-how-innovation-works-and-how-to-lead-it/](insights.ccl.org/articles/leading-effectively-articles/stop-winging-it-how-innovation-works-and-how-to-lead-it/)

• *How to Lead Better Brainstorming Sessions* - [hbr.org/2009/05/how-to-lead-better-brainstormi&cm_sp=Article--Links- -End%20of%20Page%20Recirculation](hbr.org/2009/05/how-to-lead-better-brainstormingSessions&cm_sp=Article--Links- -End%20of%20Page%20Recirculation)

• *Innovation Spaces*. The Harwood Institute, as part of Libraries Transforming Communities. In partnership with PLA. [ala.org/transforminglibraries/sites/ala.org.transforminglibraries/files/content/Innovation%20Spaces.pdf](ala.org/transforminglibraries/sites/ala.org.transforminglibraries/files/content/Innovation%20Spaces.pdf)

• The Aspen Institute’s report *Rising to the Challenge: Re-Envisioning Public Libraries* and *Action Guide for Re-Envisioning Your Public Library* - [www.libraryvision.org](www.libraryvision.org)

*What other resources have you found helpful?*
Thank You!

Brenda Hough  bckhough@gmail.com

Stephanie Gerding  stephaniegerding@gmail.com