Not A Time to Blink: Leading in Changing Times

Cindy Hill
President, Hill Information Consulting Group
15 May 2009
When Worlds Collide

- Uncertain Economy
- Rise of individualism
- Library and Information Management
- New social behaviors
- Agile technology and processes
Section of the Berlin Wall located in Silicon Valley, California
Proposed Topics

- Information Trends
- Information Users, Libraries & Information Services
- Managing Change
- Social Media Tools
- Influencers & Stakeholders
- Next Steps
Proposed Topics - Your Thoughts

- Leading the team / staff and students
- Web 3.0
- How to communicate, how to communicate change
- How to activate a large disparate group of individuals
Outsell’s View of the Industry

- Disruptive Players & Trends
- Changing User Needs & Expectations
- Established Information Management Practices
- Evolving Content Software Technology

Grow Reach & Influence of Enterprise IM Organization
Information Management
Trends
Multi-nationalism & Expansion

- Challenges to provide local information services
- Increasing content offerings and expertise about and for Asian markets
- Conducting business in locations that are politically, culturally, linguistically and economically different
Information Integration

- Records management, archives, repositories, knowledge management & services, market intelligence and competitive intelligence

- Internal and external content

- Text and non-text

- Massive data sets

- User-generated information and authenticated sources
Mobile Content

28% 3G in U.S.

Source: comScore MobiLens, June 2008
“Enterprise-as-client”

- Philosophy that the organization is the client
- One-to-one, high-touch services are not scalable, but highly desired
- Facilitation not intermediation
Embedding Information & Content in the Workflow

Source: http://www.flickr.com/photos/jblyberg/218459782/
New Staff

- New responsibilities, new titles are emerging: Librarian of Innovation, New Technologies Librarian
- The embedded information professional: Getting close to the user and their groups
- Characteristics: Nimble, innovative, proactive
KM Professionals Becoming Collaboration Facilitators

- Responsibility for strategizing and administrating collaboration portals
- ROI on portal technology investments
- Structured online collaboration
Open Source

- Alternative choices to traditional library technology providers: Integrated library systems and more

- Global design, global impact

- Not viewed as the low-price point choice but as gaining control over design and functionality
Beyond Web 2.0

- Web 3.0/ Web 3D i exploration and experimentation
- Social networks in a 3D i world
- Socialization, collaboration, learning, face-to-face interactions through avatars
Information Users
Information Users
Baby Boomers Retire as Millennials Join the Workforce

- Millennials were born 1982 - 1999
- "Digital Natives" use Google first
  - Social networking habits encourage reliance on friends and colleagues
  - Expect information “just in time”
  - Increasing demand for mobile content
Individual Traits

- People like:
  - Creating things
  - Sharing things
  - Having things
  - Recognition
  - Information and knowledge
  - Relationships
Users Are Changing

- Dependent → Self-sufficient
- Authority focused → Open to alternative providers
- Prefer traditional media → Like non-traditional sources
- Just-in-case → Just-in-time
- Consciously incompetent → Unconsciously incompetent
- Patient → Rushed
The Big Picture: Personal Information Convergence
Where Information Seekers Go

**Then** = 2004; **Now** = 2007
Source: Outsell’s Information About Markets and Users Database (Q18)

"Total:
- **Then**
  - My organization’s physical library: 6%
  - Colleagues outside the organization: 5%
  - Colleagues inside the organization: 3%
  - My organization’s intranet/portal: 2%
  - Internet search engine: 4%
- **Now**
  - My organization’s physical library: 5%
  - Colleagues outside the organization: 9%
  - Colleagues inside the organization: 9%
  - My organization’s intranet/portal: 15%
  - Internet search engine: 4%

"Corporate:
- **Then**
  - My organization’s physical library: 9%
  - Colleagues outside the organization: 7%
  - Colleagues inside the organization: 8%
  - My organization’s intranet/portal: 7%
  - Internet search engine: 3%
- **Now**
  - My organization’s physical library: 10%
  - Colleagues outside the organization: 11%
  - Colleagues inside the organization: 12%
  - My organization’s intranet/portal: 17%
  - Internet search engine: 3%

"Healthcare:
- **Then**
  - My organization’s physical library: 4%
  - Colleagues outside the organization: 3%
  - Colleagues inside the organization: 4%
  - My organization’s intranet/portal: 30%
  - Internet search engine: 3%
- **Now**
  - My organization’s physical library: 7%
  - Colleagues outside the organization: 8%
  - Colleagues inside the organization: 13%
  - My organization’s intranet/portal: 15%
  - Internet search engine: 4%

"Education:
- **Then**
  - My organization’s physical library: 11%
  - Colleagues outside the organization: 15%
  - Colleagues inside the organization: 8%
  - My organization’s intranet/portal: 13%
  - Internet search engine: 3%
- **Now**
  - My organization’s physical library: 12%
  - Colleagues outside the organization: 11%
  - Colleagues inside the organization: 12%
  - My organization’s intranet/portal: 17%
  - Internet search engine: 3%

"Government:
- **Then**
  - My organization’s physical library: 7%
  - Colleagues outside the organization: 3%
  - Colleagues inside the organization: 6%
  - My organization’s intranet/portal: 4%
  - Internet search engine: 9%
- **Now**
  - My organization’s physical library: 8%
  - Colleagues outside the organization: 3%
  - Colleagues inside the organization: 6%
  - My organization’s intranet/portal: 4%
  - Internet search engine: 7%
# Problems Getting Information

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Corporate</th>
<th>Healthcare</th>
<th>Education</th>
<th>Government</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not enough time</td>
<td>Not enough time</td>
<td>Not enough time</td>
<td>Not enough budget</td>
<td>Not enough time</td>
<td>Not enough time</td>
</tr>
<tr>
<td>Not enough budget</td>
<td>Not enough budget</td>
<td>Not enough budget</td>
<td>Not enough time</td>
<td>Not enough time</td>
<td>Not enough budget</td>
</tr>
<tr>
<td>Lack of staff support</td>
<td>Lack of staff support</td>
<td>Hard to determine quality</td>
<td>Too much information</td>
<td>Lack of staff support</td>
<td></td>
</tr>
<tr>
<td>Information is too hard to find/ Not know what’s available</td>
<td>Information is hard to find</td>
<td>Lack of staff support</td>
<td>Lack of staff support</td>
<td>Not knowing what’s available</td>
<td></td>
</tr>
<tr>
<td>Too much information/ Hard to determine quality</td>
<td>Not knowing what’s available/ Too much information/ Hard to determine quality</td>
<td>Full text is not available</td>
<td>Not knowing what’s available/ Full text is not available</td>
<td>Hard to determine quality</td>
<td></td>
</tr>
</tbody>
</table>

*Source: Outsell’s Information About Markets and Users Database, 2007 (Q30)*
What matters to your users...

... must matter to you!
Libraries and Information Services
Libraries and Information Services

- Individual-as-client → Organization-as-client
- Repository → Information hub
- Responsive → Proactive
- One-size-fits-all → Personalized
- Centralized → “Embedded”
- Staff generalization → Staff specialization
- Distributed → Centralized
- One-to-one → One-to-many
Libraries and Information Services

Instinct  
Word-of-mouth  
Do for  
Solo mentality  
Fact-based  
Active marketing & awareness  
Do with  
Team mentality
Top 10 Challenges Facing Information Management Functions

- Budget constraints 47%
- Keeping up with technology 40%
- Staff shortages 31%
- Client awareness of services 30%
- Increased workload 25%
- Marketing/promoting of service 18%
- Physical space and facilities issues 18%
- Cost containment 16%
- Transition of print to electronic 14%
- Not valued by organization 13%

Source: Outsell's Information Management Benchmark Study, October 2007
### Strategic Management Practices

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Base</strong></td>
<td>184</td>
<td>144</td>
<td>312</td>
<td>465</td>
<td>85</td>
<td>129</td>
</tr>
<tr>
<td>%</td>
<td></td>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Business planning/strategy</td>
<td>46</td>
<td>59</td>
<td>63</td>
<td>55</td>
<td>49</td>
<td>49</td>
</tr>
<tr>
<td>User advisory group or board</td>
<td>38</td>
<td>34</td>
<td>35</td>
<td>28</td>
<td>54</td>
<td>44</td>
</tr>
<tr>
<td>Benchmarking</td>
<td>21</td>
<td>21</td>
<td>38</td>
<td>29</td>
<td>35</td>
<td>36</td>
</tr>
<tr>
<td>Executive Advisory Group</td>
<td>20</td>
<td>29</td>
<td>21</td>
<td>14</td>
<td>36</td>
<td>35</td>
</tr>
<tr>
<td>Internal service level agreements</td>
<td>30</td>
<td>27</td>
<td>27</td>
<td>20</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>End-of-project debriefs with internal clients</td>
<td>18</td>
<td>15</td>
<td>19</td>
<td>20</td>
<td>35</td>
<td>12</td>
</tr>
</tbody>
</table>

Multiple responses allowed.

Source: Outsell's Information Management Benchmark Study, October 2007
<table>
<thead>
<tr>
<th>Top Issues or Challenges by Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
</tr>
<tr>
<td><strong>Then</strong></td>
</tr>
<tr>
<td><strong>Budget constraints</strong></td>
</tr>
<tr>
<td><strong>Staff reduction/shortage</strong></td>
</tr>
<tr>
<td><strong>Keeping up with technology</strong></td>
</tr>
<tr>
<td><strong>User training</strong></td>
</tr>
<tr>
<td><strong>Physical space and facilities</strong></td>
</tr>
</tbody>
</table>

“Then” = 2004; “Now” = 2007
Source: Outsell’s Information Management Benchmark (Q11c)
Influencers
Articulate value to decision makers
Who are the Influencers & Stakeholders?
Stakeholder Analysis

Very unsupportive  Somewhat unsupportive  Neutral  Somewhat Supportive  Very Supportive
SLA’s 4-Step Plan

- Anticipate
- Collaborate
- Verify
- Persevere

Source: Janice Lachance speech to the Sierra Nevada Chapter, Sept 2008
“The time to get to know the passengers is before the ship starts to sink...”

Janice Lachance
What Worked For Me?

- Plan
- Preparation
- Practice
- Positive attitude
## Info Pro Roles Valued by Executives

<table>
<thead>
<tr>
<th>Valued Roles</th>
<th>Corp</th>
<th>Edu</th>
<th>Gov</th>
<th>Health</th>
</tr>
</thead>
<tbody>
<tr>
<td>Making information available to the desktop</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Providing competitive intelligence information</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Conducting research on your behalf</td>
<td>●</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Helping locate information and experts</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Analyzing research results on your behalf</td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Managing a physical library and print collection</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Providing training and advice about searching and effective use of</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>information sources</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research staff working on project teams</td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Evaluating and purchasing content sources</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Consultation on organizing information</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Providing an alerting service on selected topics</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Source: Outsell's Information Management Benchmark*
Social Media Tools and Branding
Corporate Brands

We know what to expect
Brand: A Definition

- Total perceived value
- As compared to other choices or competitors
- In the eyes of your target market

Valerie Gonyea, Career Encouragement Officer
2009 Right Management presentation, San Francisco, CA
“... create information that people want. Create an online presence that people are eager to consume. Establish a virtual front door that people will happily link to...”

David Meerman Scott
“... And one that employers will find.”

David Meerman Scott
Use Web 2.0 tools to build

- Visibility
- Portfolio
- Community
<table>
<thead>
<tr>
<th>Brand 1.0</th>
<th>Brand 2.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enterprise-oriented</td>
<td>Focused on the group and/or individual</td>
</tr>
<tr>
<td>C-level executives only</td>
<td>Everyone can have a brand</td>
</tr>
<tr>
<td>Difficult to stand out</td>
<td>Individuality counts</td>
</tr>
<tr>
<td>Formal</td>
<td>Informality counts</td>
</tr>
<tr>
<td>Reliance on traditional media</td>
<td>Web 2.0 info channels</td>
</tr>
</tbody>
</table>
The Big Picture
A Social Network Diagram

Individual

Scott

Cindy

1st Degree

Evelin

2nd Degree

3rd Degree

Kim

Sun Alumni Group

Andrea
You have to sing every day to work up to being, you know, amazingly brilliant.

Mick Jagger

Start building your organization’s ability
Community 2.0

Facebook

Paul Jacobson
South Africa
Male
Married
Gina Jacobson
Friendship
December 8
Johannesburg, South Africa
Liberal
Jewish

Mini-Feed
Displaying 10 stories...

Today
Paul discussed The Sunday Times and copyright infringement in the group News media law and policy.
Paul wrote on Marc Forrest's wall at 8:30am
Paul is catching up on some Facebook traffic at 8:37am
Paul and Cin Malik are now friends at 10:13am

Yesterday
Paul updated Twitter at 10:41pm
Enjoyed Bourne Ultimatum, looking forward to getting the soundtrack!
Paul updated Twitter at 7:33pm
We're back to Sanoffice City to see the Bourne Ultimatum. Feels good to be back.
I am in primary school with all the kids.
I shared a new item from Google Reader at 3:27pm
I hid a Google Earth flight simulation.

YouTube

flickr

The best way to store, search, sort and share your photos.

LinkedIn
Virtual Spaces for Learning and Work
Virtual Meeting Places: SLA Island
Play with Technology.....

... it’s never too late to have fun learning something new!
SLA’s 23 Things

Welcome to 23 Things! (1574 SLA members registered so far)

Our 23 Things

Haven’t registered yet? Click here to register.
- Week 1: Introduction - Learn to learn this way
- Week 2: Blogging
- Week 3: Tagging, Folksonomies & Technorati
- Week 4: Photos & Images
- Week 5: RSS & Newsreaders
- Week 6: Play Week
- Week 7: Wikis - Collaborative Portals
- Week 8: Online Applications & Tools
- Week 9: Podcasts, Video & Downloadable Audio

Committee Members & Liaisons
- Chair: Deb Hunt
- Board Liaison: Susan Fisher Canby
- SLA Staff Liaison: John Lowery
- Rebecca Avila
- Karen Huffman
- Marie Kaddell
- Christian Miller
- Dianne K. Wiggins

Need Help?

23 Things Blog

( View All Posts | Post a Blog Entry )

Tuesday, January 6, 2009

23 Things Will Remain Up Indefinitely

Last changed Jan 06, 2009 17:59 by Deb Hunt

We still have members signing up to do 23 Things and that is wonderful as it will be here for a long time.

Here is a brief report on 23 Things statistics:
- 1574 started 23 Things (as of 1.6.09)
- 31 members completed all 23 Things (but two of them got their survey in after the Dec. 15 deadline) so we have 29 members in the prize drawing. (Winners to be announced at the Leadership Summit in Savannah.)
- 11 members completed over 13 but less than 23
- 6 members completed a Baker’s Dozen

And my guess is that lots of members did about half or more of the 23 Things, but did not complete the survey.

Posted at Jan 06, 2009 by Deb Hunt | 0 comments

Monday, December 29, 2008

23 Things - Photosharing - Problems

Last changed Dec 29, 2008 10:25 by Frank Paonessa

Keyword search

Searching 23 Things

Giving Talk:

Keeping Track: Participant’s Blogs

Tag your blog on Del.icio.us. After creating an account, bookmark your blog, adding SLA23Things
Managing Change
Shock

Denial

Commitment

Exploration
Three Phases of Transition

Source: Managing Transitions, by William Bridges
Everything I know I learned bodysurfing in Southern California.

Kim Dority

- Anticipate
- Position for opportunity
- Paddle like crazy
- Enjoy the ride, but know it will end
- Don’t take the sand in your suit personally
- Know that a new wave is always on the way
Next Steps
Essentials for the Future

- Strategically align with your organization
- Know your users and stakeholders
- Monitor the trends: inside and outside the organization
- Benchmark with your peers
- Provide continuous, on-point development
Essentials for the Future

- Focus on the enterprise-as-customer
- Let go of legacy models
- Learn and leverage new technologies
- Market your services
- Make time to manage your function
A Special Thank You

to Outsell, Inc. for their research

and to Kim Dority, SLA Rocky Mountain Chapter, for her inspiration

Outsell, Inc.
Outsellinc.com

kimdority@gkdority.com
www.rethinkinginformationwork.com
Resources: Learn More

- Rethinking Information Work: A Career Guide for Librarians and Other Information Professionals by G. Kim Dority

- The Virtual Handshake by David Teten & Scott Allen, www.thevirtualhandshake.com

- Guy Kawasaki, http://blog.guykawasaki.com

- Never Eat Alone: And Other Secrets to Success, One Relationship at a Time, Keith Ferrazzi

- Janice Lachance, speech to the SLA Sierra Nevada Chapter, http://units.sla.org/chapter/csrn/events.html

- What Executives Think About Information Management, Outsell, August 2008 (executive summary http://www.sla.org/content/resources/recindreps/execinfo/index.cfm
Resources

- **Rethinking Information Work: A Career Guide for Librarians and Other Information Professionals** by G. Kim Dority

- The Virtual Handshake by David Teten & Scott Allen, [www.thevirtualhandshake.com](http://www.thevirtualhandshake.com)

- Guy Kawasaki, [http://blog.guykawasaki.com](http://blog.guykawasaki.com)

- *Never Eat Alone: And Other Secrets to Success, One Relationship at a Time*, Keith Ferrazzi

- Janice Lachance, speech to the Sierra Nevada Chapter, SLA, [http://units.sla.org/chapter/csrn/events.html](http://units.sla.org/chapter/csrn/events.html)

- *What Executives Think About Information Management*, Outsell, August 2008 (executive summary [http://www.sla.org/content/resources/recindreps/execinfo/index.cfm](http://www.sla.org/content/resources/recindreps/execinfo/index.cfm))
Thank You

Cindy Hill
cindyvhill@HillInfoConsulting.com
Twitter: cindyvhill
LinkedIn: