

Information impact: adding value to your organisation

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Information Professional role of old...

- ❑ gatekeeper of information
- ❑ online searcher
- ❑ custodian of collections
- ❑ service provider
- ❑ gatherer not analyst
- ❑ focused on own processes

Information Professional of 2004

- facilitator
- negotiator
- collaborative
- problem solver
- networker
- advisor and trainer
- business aware

Critical skill sets

Functional skills

- Information management
- IT awareness

People skills

- Communication
 - networking
 - facilitation
 - influencing
 - collaboration
- Business Awareness
 - vision
 - organisational perspective
 - organisational processes
 - business benefits

Living in the Google world

- ❑ information users have more options for gathering information
- ❑ information overload is a real issue
- ❑ can no longer depend on the implicit assumption that a library is a good thing
- ❑ budgets are under pressure
- ❑ offering a good service is not enough
- ❑ customer service is crucial to survival

Think differently – *you* are running a company

- ❑ see library/information users as “markets”
- ❑ identify your customers and what they need
- ❑ think about return on investment
- ❑ understand your cost base
- ❑ make your capabilities known
- ❑ develop your business
- ❑ build a wide range of relationships

Understand your organisation

- ❑ know the strategy of the organisation and its priorities
- ❑ understand the culture and behaviours
- ❑ be aware of the key business processes
- ❑ identify the decision makers
- ❑ observe how things get done – be aware of internal politics
- ❑ 80/20 rule – identify where you can have the most impact

Understand your own service

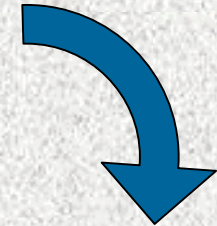
- ❑ stop – and look objectively at what you do
- ❑ understand where you are in the organisation and how are you perceived
- ❑ identify your current and potential customers
- ❑ define what you do and write it down
- ❑ check you have the right skills
- ❑ focus on your critical success factors
- ❑ gather feedback
- ❑ remove any barriers to usage

Raise your profile and impact

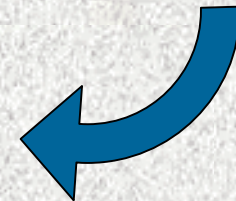
- ❑ does everyone know you exist?
- ❑ use your written and verbal communications skills – market your services
- ❑ *actively* involve yourself in projects
- ❑ ensure you work closely with the IT department
- ❑ create case studies and examples of your achievements

Follow the information cycle

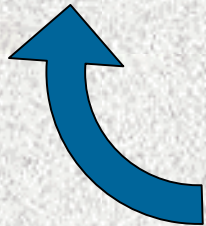
**identify the problems that
need solving**



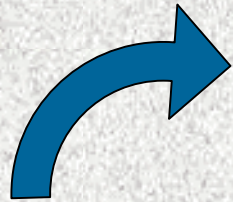
**demonstrate by
example**



**ensure that your your skills and
capabilities are known**



**relate actions to the
agreed strategy**



**build on success
and maintain
momentum**

Measuring impact

- ❑ use feedback to your competitive advantage
- ❑ demonstrate where you have added value or found efficiencies
- ❑ relate everything you do to business need
- ❑ build your brand to attract new customers
- ❑ develop service level agreements
- ❑ track enquiries, keep statistics, publish reports

Top tips

- ❑ value yourself and your skills
- ❑ keep learning – be at the forefront
- ❑ apply new technologies
- ❑ take risks – marketing is an extrovert business
- ❑ start small and build up
- ❑ review the impact of your efforts and document the results
- ❑ be persistent and have belief
- ❑ integrate into the business

Get out there!