

2010: the year librarians took over the world



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Life is change

- **Change is not required, because survival is not mandatory** –Peter Drucker
- **Survival isn't of the *fittest* but the *best-adapting*** –Charles Darwin
- **A value-adding info pro provides *insight*, not just information** –Mary Ellen Bates



Google is eating our lunch

- Frictionless
- Relevant
- Immediate
- Good enough



The Language of the Revolution



Words matter

Home Economics For Boys

or

Bachelor Living



Features vs. benefits

- **Features:**
 - Blah blah blah blah blah blah blah
 - "Here are the parts. Figure out how to put 'em together"
- **Benefits:**
 - Here's why you care
 - **"We can make you rich, beautiful and sexy, and shrink your carbon footprint to zero"**



Features vs. benefits

- **Cataloging**
- **ILL**
- **Ref interview**
- **Building info access**
- **Global prof network**
- **Client info needs assessment**



The scariest question ever is...

"So, what do you do?"

- I'm a librarian / info pro / knowledge specialist**
- I help people find information**
- I provide high-end information services**
- I ensure my clients make smarter decisions**



Getting from



to





Which are you?

- a bus pass?

or

- a BMW?

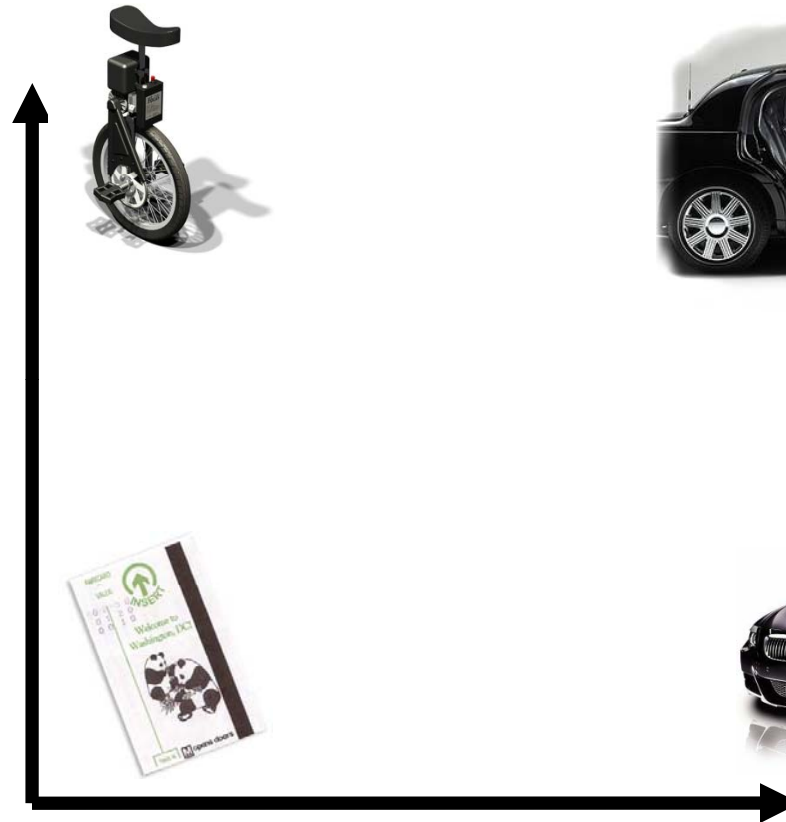


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Axis of Transportation

Unique product /
service

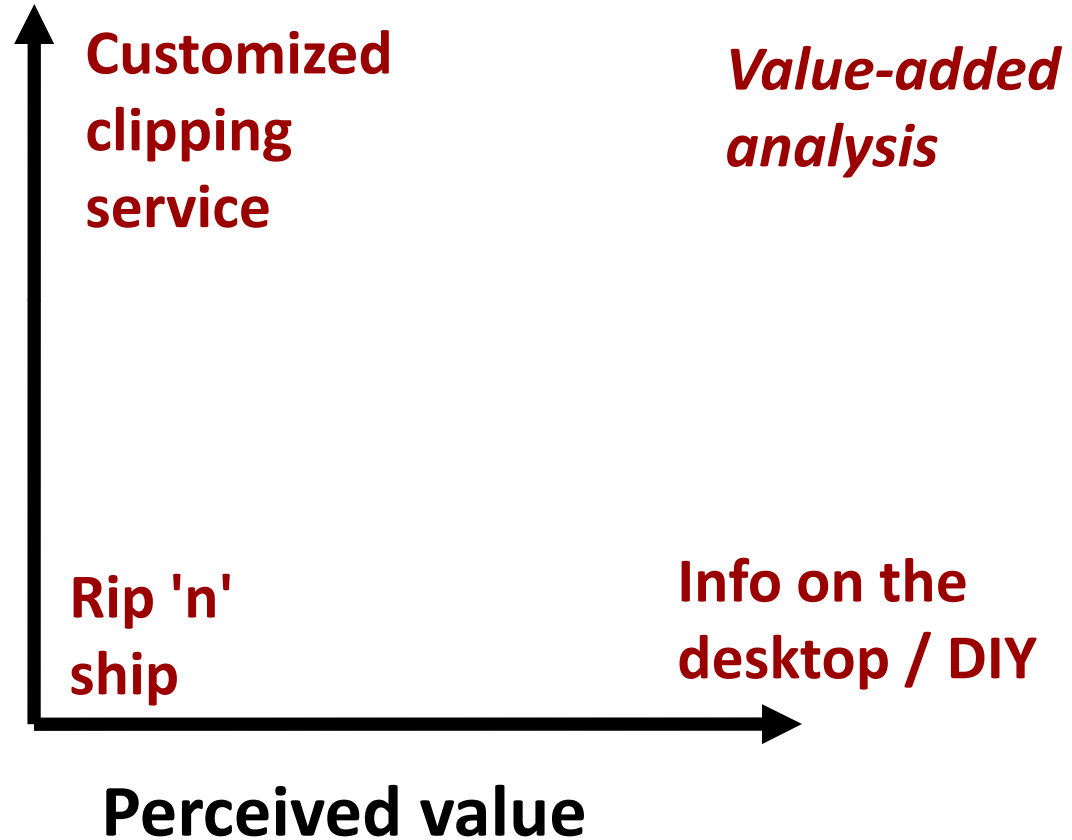


Perceived value



Axis of **your value**

**Unique product /
service**





Get a value-adding mindset

- **What's a value-adding info pro?**
 - Someone who provides insights, not just information
- **If our clients don't understand the value we add, that's our problem.**



Value-adding mindset

- **Think like your client as you write a report**
- **Ask “what might be driving this?”**
- **Ask “why?”**



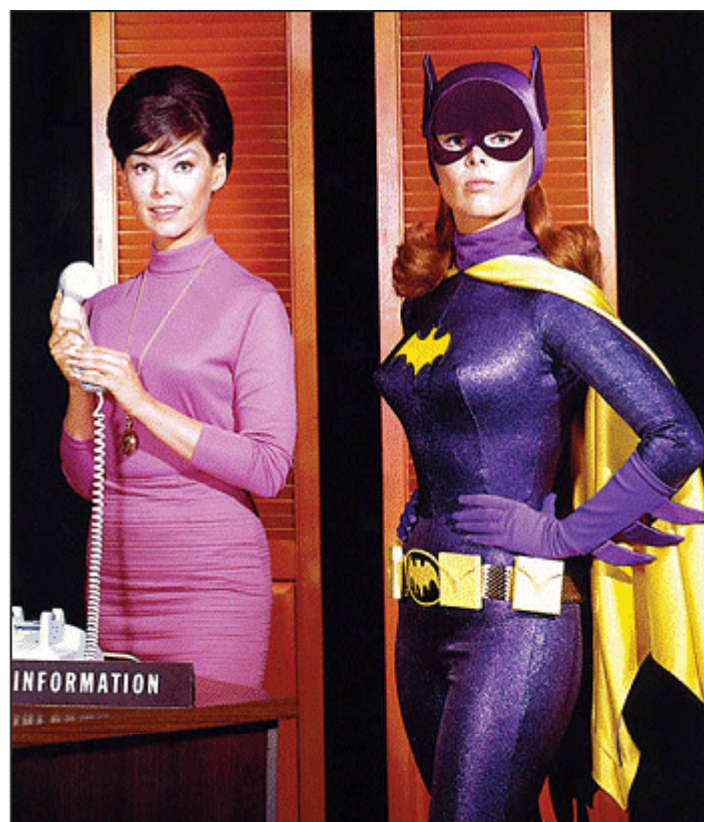
Do you have any Barneys?



Barney must go!



Batgirl was a librarian



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