



# Wanted: Information Revolutionaries -- the Info Pro Manifesto

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THE TOP 10 JOBS  
OF 2015 DON'T  
EXIST TODAY.

- SWEAT
- PREPARE

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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 *answers*, not just information**      —Mary Ellen Bates

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## Perception = reality

Home Economics For Boys

or

**Bachelor Living**


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## Features vs. benefits

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

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## Features vs. benefits

- 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 smart decisions

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## Do our priorities match those of our clients?



What do information providers and information users most value about information roles?

	Prov.	Users
Making information available to the desktop	40%	33%
Conducting research on the user's behalf	42%	19%
Managing a physical library	28%	8%
Providing competitive intelligence	18%	22%

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## How about you?

What are your core competencies? What unique skills to you bring to your organization / your clients?

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## Words that work

- Value-added intelligence
- Global networking
- Competitive advantage
- Bottom-line benefits
- Provide insights and identify trends
- Facilitate good decision making
- Expert analysis

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## Speak their language

- How do your clients describe your service to others?
- "We provide strategic information and analysis for successful decisions."

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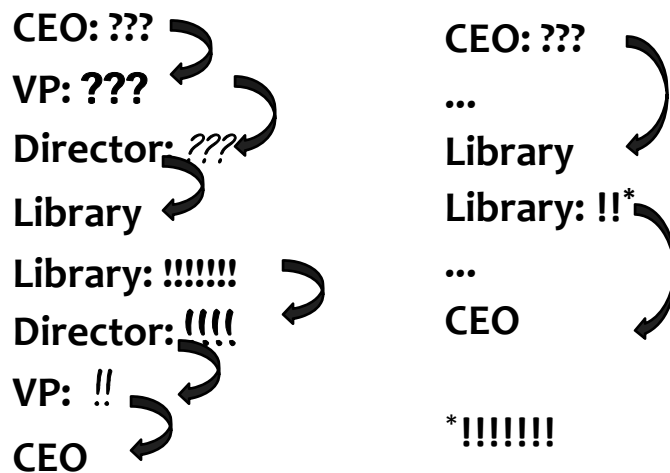
## Walk your talk

- To be seen as strategic, we must hold ourselves accountable for the impact we have on our org's bottom line.
- Think BASF: “We don’t make the products you use. We make them better.”
  - “We don’t make the strategic decisions. We make them better.”

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## Protect your brand!



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## Value-adding mindset

- **Use every interaction to market teach**
  - "Would you like a monthly update on that?"
  - "Did you know we have a search engine that's even better than Google?"
  - "What could I do that would make this easier for you to use?"

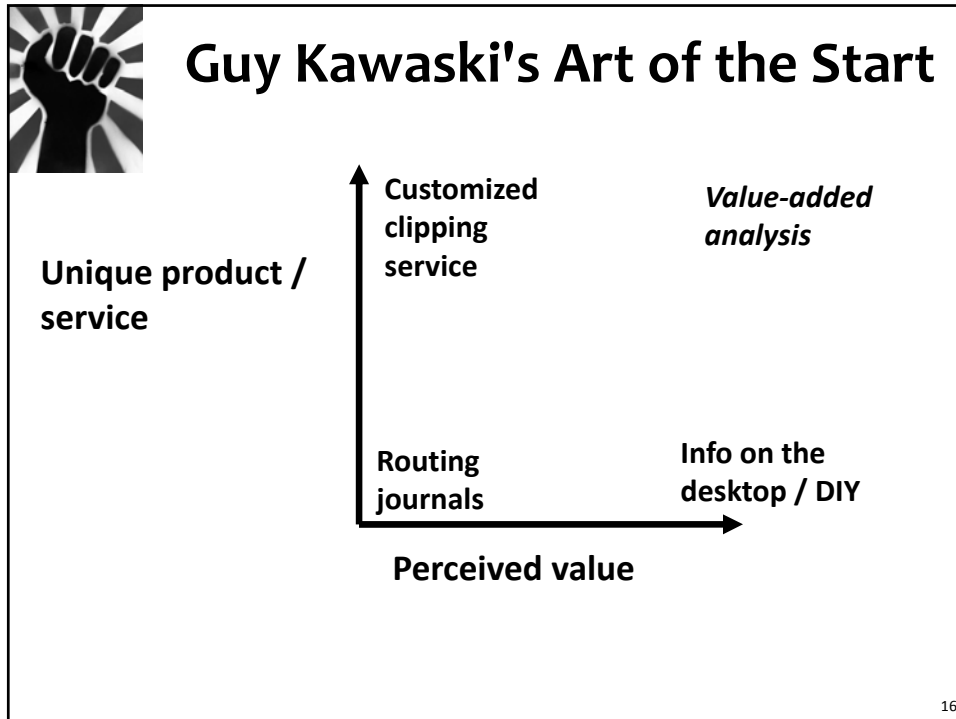
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## Defining ourselves

- **We define ourselves by what the C-suite values**
  - Count what matters
  - Tell stories about our value

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- Three tips for **STRETCHING** yourself**
- Stay within your strength  
... but move beyond your skill set
  - You know you've got a good idea if you feel 20 years younger!
  - "I haven't failed; that idea just didn't work out"
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**What will you do to be  
*recognized as* a strategic  
resource in your organization?**

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**See [BatesInfo.com/tip.html](http://BatesInfo.com/tip.html) for free monthly  
e-newsletter**

**See her blog at [www.Librarian of Fortune.com](http://www.LibrarianofFortune.com)**

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Mary Ellen Bates is the owner of Bates Information Services, providing business research to business professionals and special librarians, and consulting and training services to the information industry.

She is also a business coach and consultant for independent info pros, and provides half- and full-day workshops on effective online research.

Mary Ellen offers two free email monthly newsletters:

“Bates InfoTip” ([BatesInfo.com/tip.html](http://BatesInfo.com/tip.html)) and

“Info-Entrepreneur Tip of the Month” ([BatesInfo.com/ib-tip.html](http://BatesInfo.com/ib-tip.html))

If you would like to subscribe to either, just ask  
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Her latest endeavor is her blog – [Librarian Of Fortune.com](http://LibrarianOfFortune.com)

She, her partner and her dogs live in the boondocks of Colorado.

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