



# The Accidental INTRApreneur

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**BatesInfo.com**

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# An intrapreneur's tool kit

**Entrepreneurial mindset**

**Strategic thinking**

**Building client love**





# Entrepreneurial mindset





# Entrepreneurial mindset

**Ask “why?”**

**Curious, question the status quo, no *yebuts***

**Ask “why not?”**

**Ask forgiveness, not permission**





# Entrepreneurial mindset

**Create, seek out opportunities for change**

**Fail fast, learn fast**

**Learn from every experience**

**Live at the edge of your comfort zone**





# ASK for complaints

***Did you get what you needed?***

***How easy was it to use?***

***What would make it more useful?***





# Build your skill set strategically

**Need a skill? Volunteer!**

**Low risk, builds good karma**

**Contact SLA unit Chairs/Presidents**



## 5 questions to scare yourself silly

**What's the most valuable thing we're doing  
*now*?**

**What should we retire?**

**What should we do now that we don't do?**





## 5 questions to scare yourself silly

**Who is doing interesting things? How can we get involved?**

**What's the scariest thing we could do next?**  
*What part of that could we do now?*



# Strategic thinking





# Who are your key clients?

**C-suite or equivalent**

**Special projects teams**

**Strategic planning, new initiatives**

**Value-creators, revenue-generators**

**Product development, major gifts officer,  
practice group leader...**





**We love ALL our clients, but...**

**Triage the important from the urgent  
Is this the best use of your time?**

**Do an annual 20/20 Review**

**Turn lowest-impact 20% to self-serve  
Enhance value for highest-impact 20%**





**Are you frictionless?**

**How easy is it to find you?**

**How easy is it to *talk* with you?**

**How responsive **do your clients say you are?****

**Have you asked them lately?**





# Offer greater value

**Good information isn't enough (TL;DR)**

**Provide answers, solve problems**

**Tell a story, with pictures!**





# 5 questions to learn what clients *don't know they need*

**Can you give me some background on this project?**

**What is the end product/outcome?**

**How can I help you accomplish that?**





# 5 questions to learn what clients *don't know they need*

**Any sources/approaches you recommend?**

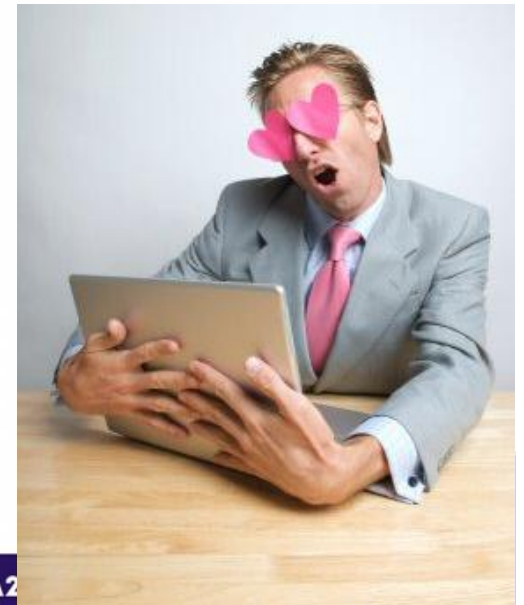
**How could I make this more useful for  
you?**







# Building client love





# What do they really want?

**Request:**

**I need info on hackers getting into cars'  
onboard computers**



# What do they really want?

**Trends in automotive security?**

**Experts in hacking onboard computers?**

**Companies mentioned?**

**Who is discussing it?**

**Is this one-time or ongoing?**

# What they *really* value

## Senior executives

Reduce risk, better decisions

## Knowledge workers/analysts

Better info, better answers

## Sales staff, interns, “learning users”

Quicker, better answers



# What do *your* clients really value?

**Ask them!**

**“How do you describe the library’s services you use to a colleague?”**

**“Complete the sentence: *I use the library because \_\_\_\_\_.*”**





## 5 questions to challenge your clients' assumptions

**“When couldn't you find an answer?”**

**“How do you prepare for an important decision? What are you missing?”**





# 5 questions to challenge your clients' assumptions

**“How can we make our services more useful?”**

**“How can we help you accomplish your professional goals?”**

**“May I show you how to search smarter?”**





# Additional resources







# **New Approaches to ROI: How to Talk About the Value of Information**

**Today 10:30-11:30am room 339-340**



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# information outlook

THE MAGAZINE OF THE SPECIAL LIBRARIES ASSOCIATION



# Info Outlook Mar/Apr 2018

2018 Annual Conference | June 9-13 | Baltimore, Maryland • #SLA2018



ARNE J. ALMQUIST AND SHARON G. ALMQUIST

# INTRAPRENEURSHIP HANDBOOK FOR LIBRARIANS

HOW TO BE A CHANGE AGENT IN YOUR LIBRARY



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