



The Accidental INTRAPreneur

Mary Ellen Bates
BatesInfo.com

MHSLA webinar
August 1, 2018



An intrapreneur's tool kit

Entrepreneurial mindset

Strategic thinking

Building client love





Entrepreneurial mindset





Ask more questions



Ask “why?”

**Be curious, question the status quo; no
*yebuts***

Ask “why not?”

Ask forgiveness, not permission



Always think bigger



**Look for ways to partner &
collaborate, not just “serve”**

**Be known for playing well with
others**

**Seek out opportunities for change
“How could we make this better?”**



Scare yourself regularly



Live at the edge of your comfort zone

“What’s the worst that could actually happen?”

Fail fast, learn fast

Learn from every experience



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



Need a skill? Volunteer!

Low risk, builds good karma

Contact MHSLA/MLA unit leaders

Create a new project to learn from

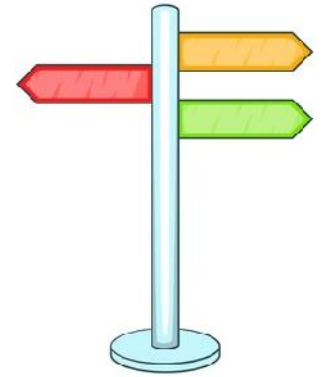


Strategic thinking





**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



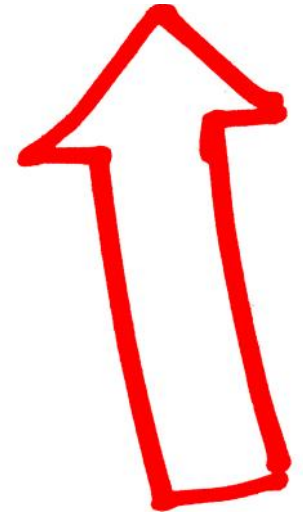
**Good information isn't enough
(TL;DR)**

Provide answers, solve problems

Upsell in every reference interview



Managing up



Take your boss's point of view

Make it easy to say "Yes"

Know what's "No" and what's "Not Now"



“But they just don’t get it!”





YOU need to change...

WHO

WHAT

HOW

WHEN

WHY



YOU need to change...



WHO you are talking with

Are they potential clients?

WHAT you say

Are you talking about THEIR concerns?

HOW you say it

Are you listening or just talking?



WHEN you say it

Are you consistently talking when they are paying attention?

WHY you say it

Are you 100% focused on your clients' outcome?

How does your client know?



Building client love





Re-think the reference interview



Request È Want È Need

Request: Do you have the January 15 issue of *Fortune*?

Want: I want an article I think I saw there

Need: I need to learn about universities using blockchain



Find opportunities to upsell, add value

Clients only ask you to do what they think you can do.



What do *your* clients really value?



Ask them!

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

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



Encourage innovation



Glean insights from every client interaction

Brainstorm with library advocates

ID unmet needs



SCAMPER for success



Substitute (what can we do instead?)

Combine (how can we do things differently?)

Adapt (what new use can we find?)

Magnify (what can we expand?)

Put to other uses

Eliminate (what isn't being used?)

Reverse/Rearrange (what can we change?)



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?



Additional resources

▲ ARNE J. ALMQUIST AND SHARON G. ALMQUIST

INTRAPRENEURSHIP HANDBOOK FOR LIBRARIANS

▲ HOW TO BE A CHANGE AGENT IN YOUR LIBRARY



Libraries Unlimited (2017)
168 pages, \$55



**Free white
paper from
Factiva**

is.gd/bates_intrapreneur



Mary Ellen Bates

mbates@BatesInfo.com

+1 303 772 7095

BatesInfo.com

Slides at BatesInfo.com/mhsla2018