



# Demonstrating Value and ROI

**Mary Ellen Bates**

**BatesInfo.com**

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## **When looking at info ROI and value:**

**It's not about doing more with less, it's about doing something more valuable**

**Make information discoverable, not just accessible**

**Take a proactive approach to justifying expenses**



## Doing something more valuable

What's the highest value you can add to every service and deliverable? **(ASK!)**

"What will the results of this work be used for?"

"What would make this more useful for you?"

"How can the library support you on that project?"



# **Making info more discoverable**

**Break down info silos!**

**Make the library the central connecting point**

**Bring together dataset users across your org**

**Support new ways to collaborate**

**Ask them to help articulate the value of that dataset**



# **Proactively justifying strategic spending**

**Info pros think about the whole life cycle of info spending:**

**Who else in the organization needs this info?**

**What else does this info need to be more valuable?**

**How do your users describe the value of info content and services? **(ASK them!)****



# **Proactively justifying strategic spending**

**Info pros think about org-wide impact of spending**

**Lobbying for funding datasets beyond single project**

**Offer training, set up portals**

**ID alternative resources, *impact of loss of a key resource***



## **It's a never-ending process**

**Have a fresh story in your (mental) back pocket**

**Mention library collaborations, embedded staff, silos broken down**

**You can never let up; constant engagement**



**“So, what do you do?”**







# When you describe yourself...

Describe yourself by outcome, not activity.

Is it a **WHAT** or **HOW**?

or is it a **WHY**?



## Use new language

**“We search premium databases” OR**

**“We bring you fresh perspectives from the outside”**

**“We provide research services” OR**

**“We provide answers to your biggest challenges”**



## **Use new language**

**“We centralize our org’s info acquisition functions” OR**

**“We ensure more strategic cost-effective spending”**

**“We provide R&D alert services” OR**

**“We reduce R&D expenses by ensuring better, more timely access to the info you need”**



**ROI of info comes from  
knowing the *impact of  
information services***



**Slides at *BatesInfo.com* (or email me)**

**Mary Ellen Bates**

**BatesInfo.com**

**mbates@BatesInfo.com**

**+1 303 772 7095**