



Reimagining the Information Profession

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**RMSLA 8th Annual
Mini-Conference**



We're all entrepreneurs (*intrapreneurs*) now!





Thinking like an intrapreneur

Is the library easy to find, *in your users' workflow contexts?*

How easy is it to find and *talk* with a librarian?

How responsive do your patrons say you are?

Have you asked them lately?



Your intrapreneurial mindset

Ask “why?”

Be curious, question the status quo; no *yeah-buts*

Ask “why not?”

Find others who creatively get around institutional obstacles



Your intrapreneurial mindset

**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?”



Your intrapreneurial mindset

Challenge your assumptions regularly

Scare yourself regularly

Learn to live at the edge of your comfort zone

Be prepared to act-as until it feels natural



Your intrapreneurial mindset

Fail fast, learn fast

Become (more) comfortable with failing

Learn from every experience

Be prepared for pushback, and *engage*



Intrapreneurial super-power: when stakeholders *just don't get it*





YOU can change...

WHO you are talking with

Are they potential library users or stakeholders?

WHAT you say

Are you talking about THEIR concerns and outcomes?

HOW you say it

Are you listening or just talking?



YOU can change...

WHEN you say it

Are you consistently talking when they are paying attention?

WHERE you say it

Are you engaged and participating where your various stakeholders are?



Thriving as a 2022 info pro





Cue up the reality-check conversations

Your virtual listening tour

Uncover your unknown unknowns

Learn how users talk about their needs and your value



New expectations about our skill sets

Where can we make a difference *now*?

What new roles do we need to play in 2022?

What certificates or "mini-degrees" can address specific skills – project management, API development, semantic enrichment, etc?



New expectations about info/data

"You've done it all virtually for 18 months; who needs a library?"

"Why can't I do whatever I want with this content?"

"Why are we paying for content we can find on the web?"



New ways of showing ROI

In a TDM world, focus on outcomes, not downloads

**Identify and curate open access data sets,
knowledge models**

ID info silos, facilitate resource coordination



New ways of showing ROI

Be seen as part of your org's innovations

Create a advanced-tech lab

Host meet-ups, user groups, API hackathons

Lurk on Slack channels

Learn/teach software and data skills with

LibraryCarpentry.org





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