

WISDOM FROM THE EXPERTS

Or

“What I Learned from \$50,000 Worth of Professional Development”



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Where I was

Teaching



- Junior High at Hamilton, Elizabeth
- Elementary at School 23, Elizabeth
- High School at Freehold Regional
- College at UCM
- Grad school at SCILS

Libraries

- Public at Matawan
- School at FRHSD
- Special at Daily Racing Form
- Academic at Brookdale CC
- Consultant for Trenton Public Schools



Tribes I have known and loved

Served on boards of:

- ✓ CJRLC
- ✓ NJASL
- ✓ NJLA
- ✓ PT-SLA
- ✓ Rutgers SCILS Alumni Assn
- ✓ CISSL
- ✓ ALA:
- ✓ ASCLA
- ✓ Recruitment Assembly
- ✓ Emerging Leaders
- ✓ Palinet
- ✓ Joint Coordinating Board
- ✓ Lyrasis

And then there is:

- ✦ Jane Austen Society of North America (JASNA)
- ✦ Freehold Area Habitat for Humanity
- ✦ My church



The way it was...



Karen Hyman's
“The Rule of 65”

(*American Libraries*; Oct99, Vol. 30 Issue 9, p54)

From William Bridges: *Managing Change*

- ▣ Recognize that every beginning starts with an ending.

- ▣ Celebrate the small successes along the way – don't wait until the completion of the project...



From Seth Godin: *Tribes* You can't be a gatekeeper anymore, only a gate opener

- ▣ Gatekeeping worked in an information scarce environment;
- ▣ Gate openers point the way in the abundance of information;



Marketing Tribe by Tribe

- ▣ Each may need unique things from the library and have unique gifts to offer.
- ▣ Godin says that if they don't come to you, you have to go to them and win their trust first.
- ▣ Peter Pearson (St. Paul Friends) says 95% of his time as a fundraiser is spent in conversations about what people want from their library.



Advocacy is our #1 job!

- > Advocacy goes against our grain as librarians:
 - > We see advocacy as asking – and we hate asking for anything!
 - > Why don't people know how wonderful we are?
 - > What if they say NO?
 - > And who has time anyway?



Learn from the Economists

- ▣ The economic model of decision making had been:
 - ▣ Gather all relevant information;
 - ▣ Evaluate and rank it;
 - ▣ Make choice.
- ▣ Herbert Simon won the Nobel prize in Economics for his model of human behavior called Satisficing:
 - ▣ Look around, talk to some friends, get an answer you like and go with it.

Think of Advocacy as Relationship Building

- ▣ Build relationships before you need them!
- ▣ Focus on what the other person's needs are.
- ▣ Build a bridge between their needs and your program.
- ▣ And have your elevator speech ready! (Arch Lustberg)



Tom Asecker is the Branding guy (A Clear Eye for Branding)

- ▣ Branding, marketing, advocacy, leadership are all connected here.
- ▣ The key is how our customer feels ABOUT THEMSELVES in our presence!

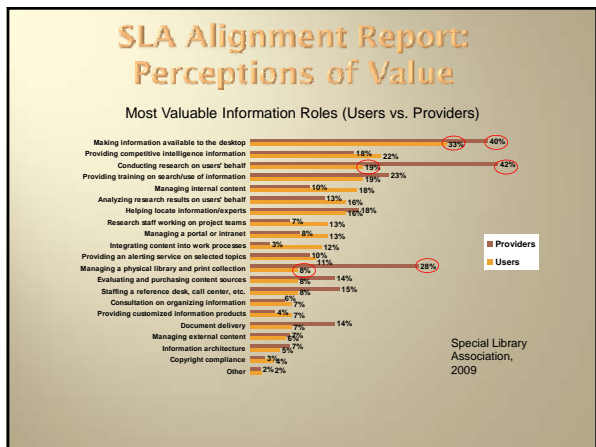


Joan Frye Williams and Paco Underhill both say: People do judge a book by its cover

- Paco Underhill:
 - If your library looks like the 19th century on the outside, you have to work twice as hard to make the inside inviting and appealing
- Joan Frye Williams:
 - If your library looks like the 19th century on the outside, you have to do something –like a huge banner of your URL – to convince people you are up to date inside

Daniel Pink: Watch Your Signage *Living on the Right Side of the Brain*

- Make it as positive as possible.
- If it has to be restrictive, make it emotionally intelligent.
- Curb your dog, please!
- Curb your dog, please. Children play here.


What I Learned from Pat Wagner *Pattern Research*

- Take every complaint as a gift.



What I Learned from Consultant Sara Laughlin: *Continuous Improvement program*

- Most complaints (problems) come from the system, not the person.



It Takes Two to Make or Break a Relationship (Andrew Sanderbeck)

- Jack Canfield's E+R=O
- Or
- Event Plus Response Equals Outcome
- VP Edna Cohen put it this way in my first year of teaching:
- "If a kid comes into your classroom already angry, don't take anything that happens personally."

From Mary Ellen Bates: Become Indispensable to Your Boss

☐ How does your program fulfill your organization's mission?



☐ Related: How can you make your boss look good?

☐ What can you do for your principal or dean or CEO that would really matter to her?



Ultimately, it is mostly about relationships



- With our funders
- With our customers, current and potential
- With our colleagues
- With our future colleagues

What's Not About Relationships is About Convenience!

We want what we want---
*when,
*how, and
*where we want it



So, if all this is true... then what?



Look for New Opportunities



Try Different Approaches and See What Works

- ☐ Call it a Pilot Project
- ☐ Look for Partners and Allies
- ☐ "It is common sense to take a method and try it. If it fails, admit it frankly and try another. But above all, try something."
Franklin D. Roosevelt



Get to Know Smart People

- ▣ Hire them when you can
- ▣ Learn from them what you can



We Work Better Together!



That's why we
have
Regional Library
Cooperatives!

From Maya Angelou's Grandmother

If you have, Give

If you learn, Teach



Pass on what you know

- ▣ Encourage the kids



And learn from them!

Continue to Learn and Grow

What would you do if
you weren't afraid?

From
Who Moved My Cheese?



- ▣ Every moment of one's existence one is growing into more or retreating into less.

Norman Mailer



From Peter Senge, "Forging Breakthroughs"

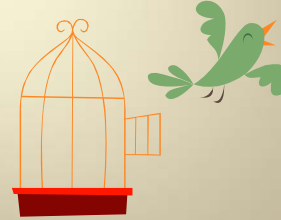
- ▣ Fine out where your own energies lead you – that's where you'll learn best.



Pay Attention to Your Career Path



In a Toxic Situation—Bail Out!



We Will Prosper to the Extent that:

- ❖ Our services are customer centered, easy and convenient
- ❖ We make ourselves indispensable to our organizations
- ❖ We keep our eye on our environment
- ❖ We adapt as necessary
- ❖ We look for ways to surprise and delight our customers at every level!

Thank you!

