The Reluctant Intrapreneur

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Tweeting this?
@mebs
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Slide deck at
BatesInfo.com/extras
Slideshare.net/maryellenbates
Are you a reluctant intrapreneur?
Do you want to give up your paycheck and run your own business?
Could you run your info center better than some random executive?
An intrapreneur’s tool kit

Clear understanding of value
Self-correcting client focus
Negotiation jujutsu
Guerilla marketing
A value proposition for the library?
Who are your key markets?

C-suite
Value-creators, revenue-generators
Decision-makers

“Is this client urgent or important?”
How to *best* meet their needs?

What do they think they want?
What don’t they know to ask for?
What can’t they get anywhere else?
What could have the greatest impact?
What do they value the most?

“I’m sure that they value ....”

How do you know?

Time for reality-check interviews!

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Reality-check interview

How do you prepare for a strategic decision?

What do you do after you've Googled?

What else do you need to know?

How do you stay on top of our issues?

Client does all the talking. You do all the listening.
What do they value the most?

Senior executives
  Reduce risk, better decisions

Knowledge workers/analysts
  Better info, better answers

Sales staff, interns, “learning users”
  Quicker, better answers
Who are your competitors?

What else do users rely on?
How do they access information?
Are you as easy as their smart phone?

How can you compete?
Provide higher value

Create library of deliverable templates
Polished, user-friendly, distilled

Offer insights, narratives

Provide decision-ready deliverables
Self-correcting client focus
Think strategically

Do you know your org’s strategic goals for 2014?

Are you visibly contributing to those goals?
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?

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ASK for complaints

Did you get what you wanted?________
How easy was it to use?_______________
What would make it more useful?____
“In the beginner’s mind there are many possibilities, but in the expert’s there are few.”

Zen Mind, Beginner's Mind
Purge your assumption buffers

What’s most valuable now?
What can we retire?
Who’s doing interesting things?

What’s the scariest thing I could do next?
Negotiation jujutsu
Focus on results you both want

Interest-based rather than position-based discussion

Aim for what's ideal, not what you'll settle for
Focus on **now**, not history

Current situation, not what got you there

Focus on the problem, not each other
Know when you have leverage

When offered job or promotion

“Hmmmm, the figure I was expecting was closer to $X. Could you walk me through how you arrived at $Y?”
“No” isn’t always “NO”

No just means give me a reason to say yes

What else can you offer?
Be able to walk away

Never invest more than you can leave on the table

Listen to your gut

Stop caring about the outcome
Guerilla marketing
Info landscape, 2014

Google is good enough
All searchers are above average
Free is good
Too much info is bad
How do we respond?

Are you choosing the best tool?
Are you finding info or answers?
Can we get you better answers?
Do you know when to bring in a pro?
Dare to compare!

ID a group that doesn’t use the library
Show them a *better* Google search
Show them what *else* you offer
   Faster, easier, tangibly better
Monitor results

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Open their eyes...

Show them the best search tools
Open web: Google AND Bing
Social media: Topsy AND Twitonomy
Open web sources: Wolfram Alpha

AND the premium search services
## How to communicate this?

<table>
<thead>
<tr>
<th>If you want to do this:</th>
<th>Use this:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Confirm meaning of acronym</td>
<td>Internal resource, open source</td>
</tr>
<tr>
<td>Confirm literature citation</td>
<td>PQD widget</td>
</tr>
<tr>
<td>Look up a patent</td>
<td>Internal resource, USPTO</td>
</tr>
<tr>
<td>Quick background on a topic</td>
<td>Wikipedia</td>
</tr>
<tr>
<td>Data, statistics</td>
<td>Science.gov, internal resource</td>
</tr>
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Are you client-driven?

Are you creating new info-pain solutions? or are you just keeping up with requests?

Turn lowest-value requests into self-serve

Collaborate more, rip-n-ship less
Indispensable info pros

What are you to the bottom line?

Overhead to be controlled  OR

Involved in accomplishing strategic goals
Can you show $5 return for every $1 invested?

owl.li/vTluS

PUTTING A VALUE ON ‘PRICELESS’

An independent assessment of the return on investment of special libraries in Australia
Let’s own our expertise!

Info pros take 1/3 the time

Average searcher:
Clicks only first few Google results
Doesn’t go to page 2
Uses 1 or 2 search terms
Let’s own our expertise!

% of traffic, based on SRP position

- #1 position: 35% of traffic
- #2 position: 15% of traffic
- #3 position: 10% of traffic
- 2nd page: 5% of traffic
How do you communicate your value?

- Annual value/ROI report
- Value-rich vocabulary
- Tangible results
“About us”

Does your web site talk about value?
Do you profile your info pros?
Do you talk about WHAT you do or WHY you do it?
It is your job to **demonstrate** your value, not your clients’ job to *figure out* your value.

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