Surfacing Value: speaking to be heard

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BatesInfo.com / extras
What do info pros & info users value most?

• Conducting research for end-users
  • Valued by 42% of info pros
  • Valued by 19% of info users

• Managing a physical library
  • Valued by 28% of info pros
  • Valued by 8% of info users

www.sla.org/alignment

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Words that resonate:

- Value-added intelligence
- Provide insights, identify trends
- Facilitate good decision-making
- Competitive advantage
Dull thud

• Special librarian

• Credible, reliable information

• Manage and disseminate information
Lose the library lingo!

- Reference
  - Customer service

- Online searching
  - In-depth research for content Google can't find

- Search results
  - Information analysis
Promote, don't defend

- "The web doesn't have everything"
- "The web isn't reliable"
- Benefits, not features
  - "We don't make the strategic decisions; we make them better"
WHY, not HOW or WHAT

• "We have access to high-value databases"
• "We bring insights from the outside"
• "We provide research services"
• "We help people make better decisions"
• "We are experts in finding and organizing info"
• "We make information findable"
When you describe yourself...

• Is this a WHY?

• Or is this just a WHAT or HOW?
"So, what do you do?"

{You don't have to talk about what you do}

"I'm part of the Information Mafia"
"I make sure my CEO looks good"
"I'm my organization's secret weapon"
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