Computers in Libraries 2012

Imagine and Dream BIG About Your Library

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The Process:
Standing in the Future

The Steps:
1. Prep
2. Invite

The Cases:
- Libraries: public, academic, organizations
- Corporate KM functions, Chamber of Commerce
- Associations
Standing in the Future

Vision
“Vision Statements........are also the most overused, abused, and poorly written part of strategic planning you will ever see.”

Peter Wright’s http://www.planningbootcamp.com/
Steps: Prep

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Steps: Prep

Environmental scan: broad societal trends

“What should we think about this as we’re planning the Library’s future?”

1. Communities will continue to have citizens who do not have technology that other citizens take for granted.

2. Even for those people who do have the technology, they often feel a level of tension with the technology, almost a “love/hate” relationship with the technology.
PART 2: YOUR VISION FOR XXXX PUBLIC LIBRARY - COMPLETE FOR DEC 3rd

The Strategic Plan Vision is a description of the library in the future. The Vision should be inspiring and describe your view of an ideal future for the XXX. The Vision will be based on what must be retained and changed as described in the previous exercise. The Vision must be brief (not more than a paragraph) and must be credible, realistic, and ultimately supported by the community.

Drafting a library’s vision is — and should be — fun. It is a time for Board and Management to describe how they “see” the library in the future, and to bring their respective dreams and aspirations for the library together into a galvanizing, compelling vision. Take a few minutes to close your eyes (honest, it does work), and place your mind in 2015 or 2016. Don’t worry about the problems or challenges for a few minutes — these can be addressed once you have a clearer understanding of what that “desired” future really looks like for you.

Place yourself in 2015 or 2016. Visualize the library, probing the details with these types of questions:
- What does the library look like to you in 2015? What is happening in the library?
- How has the library engaged the growing community? With another branch? With a mobile branch? A virtual branch on the web?
- What are people in the community saying about the library?
- What are politicians and community leaders saying about the library?
- What is staff saying about the library? What is staff doing, or how they engaged in the library, & with patrons?
- How is the library impacting XXX and the lives of its citizens?
- What has changed for the library since 2010?

Write your thoughts, “pictures” and ideas:

Your Vision

XXXX in 2015: Key Elements of My Vision for the XXX
Steps: Invite

Stand in the future
Reassure: Dreams provide the Details
Designing isn’t word-smithing

“Designers cannot be, by definition, pessimists. It just doesn’t go with the job. We’re supposed to be defining the future, aren’t we?”

Richard Seymour, Optimistic Futurism in Interactions May-June 2008
Designing is a responsibility

“Library Boards & staff when planning cannot be, by definition, pessimists. It just doesn’t go with the job. We’re supposed to be defining the future, aren’t we?”
Segment: Goals make Dreams Doable
Close your eyes. Place yourself in 2015 or 2016. Visualize the library, probing the details with these types of questions:

- What does the library look like to you in 2015 or 2016? What is happening in the library?
- How is the library engaged with the community or campus? Physically? Virtually?
- What are people in the community or on campus saying about the library?
- What are politicians and community leaders or faculty or management saying about the library?
- What is staff saying about the library? What is staff doing, or how they engaged in the library, & with users?
- How is the library impacting users?

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<th>What has changed for the library since 2010?</th>
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<td>Consider users – services – spaces (virtual &amp; physical) – processes – etc.</td>
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THE CHANGE ENVISIONED

BARRIERS PREVENTING US FROM EVER CHANGING

BARRIERS WE CAN CONTROL

FACTORS CRITICAL FOR THE CHANGE TO BE REALIZED

STEPS THAT FOCUS ON WHAT’S CRITICAL & WHAT CAN BE CONTROLLED
What makes this vision inspiring? What’s in it for people? For clients? Staff? Board? The Community? Students? Faculty? Researchers? Management? Why will they want to be in that future state?

- How does the new “changed situation” described in your vision align with or support priorities or programs within the municipality or city or band? Or campus? Or faculty areas?

What barriers do you feel will prevent your vision from being realized? Which of these barriers to you have SOME control or TOTAL control over?

What MUST be in place for your vision to be realized?

What is 1 thing you can do now towards your vision?
Consider following up with:

- Russell Ackoff’s, “Preparing for the Future through Idealized Design” in Winter 2007 Rotman’s Business Journal
Thanks!

Let us know how you are doing;

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