



[The Indispensable Librarian]

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Developing the Knowledge Society

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Narrative Science®

Quill: The Power of Artificial Intelligence

Quill applies complex and sophisticated artificial intelligence algorithms that extract the key facts and interesting insights from the data and transform them into stories. The resulting content is as good or better than your best analyst, and is produced at a scale and speed only possible with technology.

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[Can we beat an algorithm?]

Computers still can't offer insights

We know what questions to ask

Humans bring perspective, non-linear thinking

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["Information wants to be free"]



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Information wants to be free because it has become so cheap to distribute, copy, and recombine - too cheap to meter.

It wants to be expensive because it can be immeasurably valuable to the recipient.

Stewart Brand, 1985 5

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Do you know what's "immeasurably valuable" to your clients?

Are you sure?

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[Learning what's really valued]

Follow up on "I don't know if you do this, but ..."

Solicit input

"If I could change one thing about the agency's library, it would be _____"

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[The *informational interview*]

What are clients' info pain points?

Ask open-ended questions

in non-info lingo

No talking about your services!

batesinfo.com/interview

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[The informational interview]

“When you need to make an important decision, what info do you use? What are you missing?”

“What do you do after you've Googled something?”

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[The informational interview]

“How do you stay on top of what you need to know about?”

“How can we make our information and services more useful to you?”

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[

]

**Seeing ourselves as
indispensable**

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[

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Indispensable info pros

What are you to the bottom line?
Overhead to be controlled OR
Involved in accomplishing strategic goals

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[Indispensable info pros]

Do you track examples of your impact?

What changed as a result of your work?

[Indispensable info pros]

Do you know your organization's strategic goals for 2013? and 2014?

Are you visibly contributing to those goals?

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Talking about value

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["So, what do you do?"]

- I'm a librarian
- I help people find information
- I provide high-end information services
- I enable the discovery of insight

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[Dull-thud messages]

We save you time/money

...to do what???

We have authoritative sources

But we already expect that

We provide information research

Blah, blah, blah

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[Promote, don't defend!]

“The web doesn't have everything”

“The web isn't reliable”

“We give you insight, not just a search result.”

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[When you describe yourself...]

Is it a **WHAT** or **HOW**?
or is it a **WHY**?

"We search premium databases" or
"We provide insights from the outside"

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[HOW or WHY?]

"We provide research services" or
"We help staff make better decisions"

"We are experts in finding and organizing
information" or
"We make critical research findable"

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[Emulate the pros]

**See how info companies describe
their value**

Benefit from their investment!

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***Dialog helps organizations across the
globe seek competitive advantage.
LexisNexis enables you to attract
more, higher quality clients.
Elsevier helps customers advance
science and health by providing
world-class information.***

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Telling your story

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[Telling your story]

It's not all about you

Benefits, not features

Results, not activity

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[Telling your story]

It's your job to sell, not their job to buy

If they don't get it, try other approaches

Can your brother / neighbor / spouse tell your story?

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[
Elevator speeches
]

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[Die, elevator speeches, die!]



[Elevator ping-pong]

A 3-second hook

AED (defib) salesperson: "I sell human jumper cables"

MEB: "My business is to create my best competition"

MEB: "I help my clients look brilliant"

[Elevator ping-pong]

A 3-second hook

Info pro: "I'm the one who squeezes the library into your smartphone"

Info pro: "I find what Google can't find"

Info pro: "I make Google smarter"

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[Fill in the Q&A blanks...]

You know how {describe pain point, in one breath}?

Well, I {describe what your clients get, in one breath}

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[Q&A example]

You know what it's like to walk into a key donor's office and get blindsided?

Well, I can brief you the morning of the appointment with the latest on your donor.

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[Q&A example]

Do you wonder whether you are missing key research?

Well, we have _____

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[Tell a story]

Develop 3-minute vignettes

OK to anonymize

Collect examples!

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[Marketing vignettes]

1. Describe your client's situation

*Product Director considering move
into organic personal care market*

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[Marketing vignettes]

2. What does your client get from you?

I provided an overview of the market, with the key issues highlighted

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[Marketing vignettes]

3. What does your client do as a result?

My client decided to focus on organic baby care products, an area in which we have a clear advantage

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[Our message:]

Librarians have strategic info resources

Librarians are strategic info experts

Librarians are strategic assets

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[and remember...]

*Librarians (will)
rule the world!*

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