

Crisis of Confidence in the Corporate library

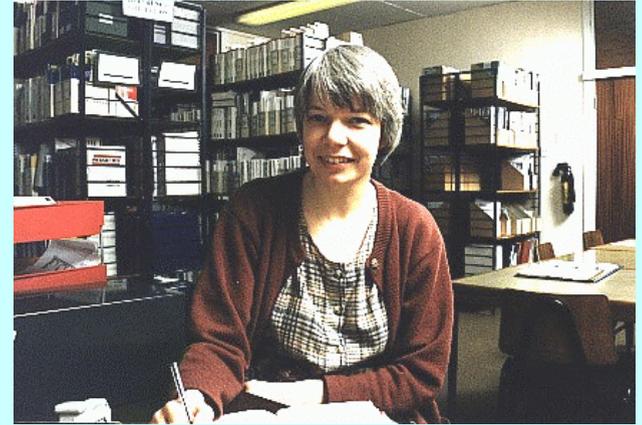
Lyndsay Rees-Jones
Workplace & Solo Adviser



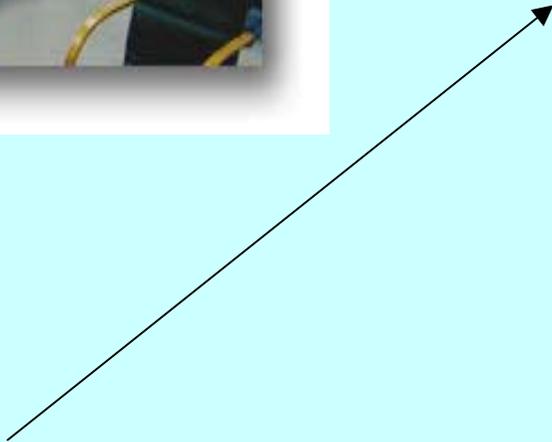
Chartered Institute of
Library and Information
Professionals

Approach

- Who am I?
- Corporate (Workplace) library?
- Corporate librarian?
- Crisis?
- Do?
- Reasons to be cheerful
- Future?



Corporate
libraries

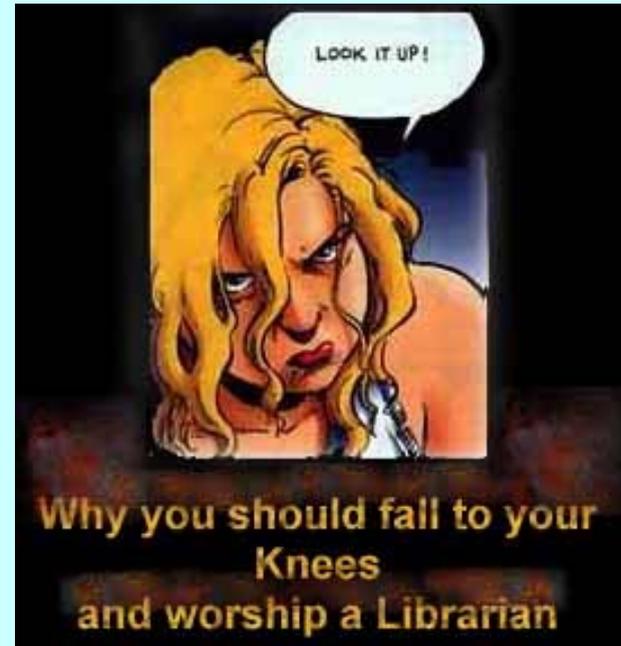
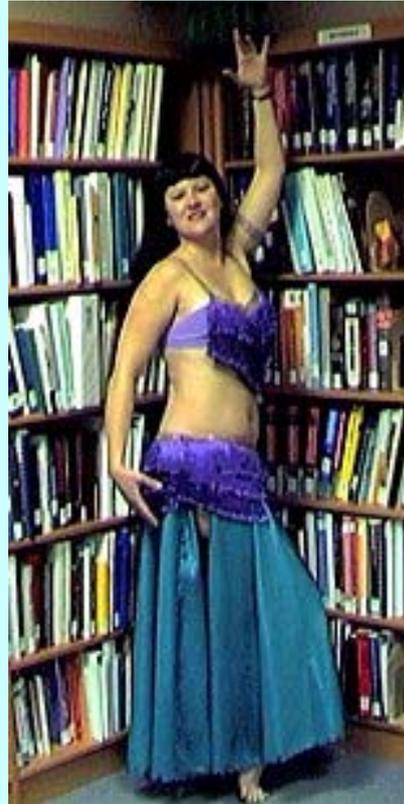




Corporate librarians?



Corporate librarians?



Solos?



Solos?



Crisis?

Why do we need libraries when we have the internet?

Libraries are for people who can't afford modems.

Do?

Survival = Profile

Staying Visible, Vocal and Viable has never been so important. Librarians have one of the most demanding, but potentially most rewarding roles within an organisation. How do we continue to provide a high level of relevant and timely service and ensure that it's value to the organisation is recognised and has the right profile?

“Storytelling is far too powerful a tool to be relegated to the realms of bedtime fables or bar-room banter. It is how humans in fact make sense of the world. Once we accept that, we can start to use it to its full constructive potential.”

“Storytelling, far from being worthless, can do quite remarkable things, even in a change-resistant organisation.”

Steve Denning, Former Program Director, KM, World Bank.
RSA Journal, 2/6 2002

Life is changing apace and we are not immune

It appears that whilst we have access to state-of-the-art systems, e-journals, e-books, in fact e-anything/everything, our working practices are stuck in a time warp, and one of the hardest things to change is people.

Reasons to be cheerful

“What is Knowledge Management (fondly known as KM to its followers) anyway? Think of it as a bar of soap because it is essential and slippery. If you use it sparingly you get predictable results. If you use it to nurture and feed your skin you may get a glowing result. But if you squeeze it too hard it leaps away from you. The harder you squeeze the higher it leaps and the more it eludes you.”

Nigel Oxbrow and Angela Abell, TFPL

"Getting ahead in a difficult profession requires avid **faith in yourself**. You must be able to sustain yourself against staggering blows. There is no code of conduct to help beginners. That is why some people with mediocre talent, but with great inner drive, go much further than people with vastly superior talent."

Sophia Loren [Italian Film Actress]

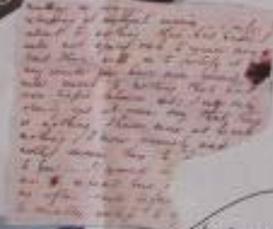
We can take you places

books

timely service



NEWS



Let us sniff out information for you!

What about the big picture?



SAVE OUR COMPANY TIME AND MONEY



?



BE 

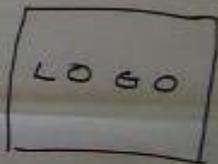
DONT RELY
ON

STAY AT THE

Chinese whispers

CUTTING EDGE

USE YOUR LIBRARY



THE NEW BASES OF LIBRARIANS

Meet the new gang!



Funky chicks



LIBRARIANS

WE BEND OVER BACKWARDS TO HELP YOU!



Upwardly mobile



Keep up

Celebrate your Culture.



A BREATH OF FRESH AIR!

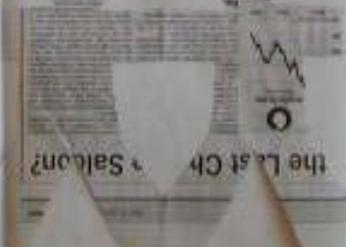
INSIDE INFORMATION



It's so easy just open the door and say hi.

BOWLED OVER

With a little practice you can bowl a great game!



EYE
OPENER



Become

SUPPORTING

"I KNOW A GOOD DEAL WHEN I SEE ONE."

"A WINNER."



The smarter way

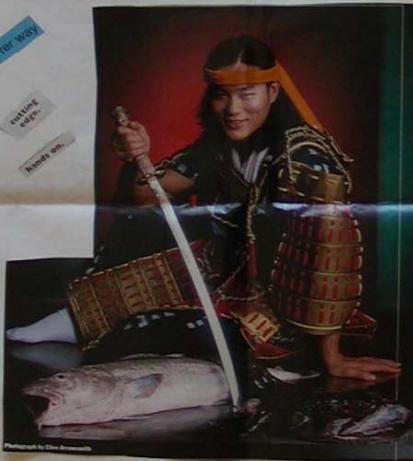
BEST

cutting
edge

stand out

"TERRIFIC."

Inspirational



top
working relationship

Elevate your expectations

BRILLIANT

Have you got what it takes to be a Librarian?

DO YOU USE YOUR
LIBRARY?!?



I DON'T!



I DO!



HELP!



Try. With, solve all your problems.

Just ... waiting ...



Real quality. Real value.



CLEVER DICK!

With expert handling you can avoid



tranquillity

INFO @ YOUR

FINGERTIPS



IS CHILDS PLAY ... EXT 998 for help

Problems



Problems...



Solutions
solutions!

Contact The Information Service ☎ 2367
info@et.co.uk



SEEING CLEARLY

THE ULTIMATE ADVENTURE



Do you drive about...
discovering the night

HEARING AID

A LITTLE POETRY AND
SOME Sex and violence

Never mind
The Sex Pistols,
here's the books

SIMPLY
THE BEST

Being a sea captain
in Russia isn't what
it used to be.
BE A LIBRARIAN INSTEAD

Improve
your position
at work

NEW ORDER

A full and complete

Care necessities

10 things at
ros

A WHOLE NEW BALL GAME

Great performance.
Ultimate control.



Know's
HOW!

TRANSFORMING SERVICES

If you're looking for a safe bet.

BUZZZ!

C
L
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C
S
C
Y
B
E
R

Helping Consumers
to help themselves

SHARP EYES?

Could it already go to your head?

You try it. You decide.

Introducing

GALAXY

a future we all want



FLYING HIGH

Think electric

Improving your world

Learn more. Earn more.



Notice Board

Save Insert File

Image has been sorted

Everyone

Jenny Callendar wants a lift to T

22

Just send a message asking for a megaborn



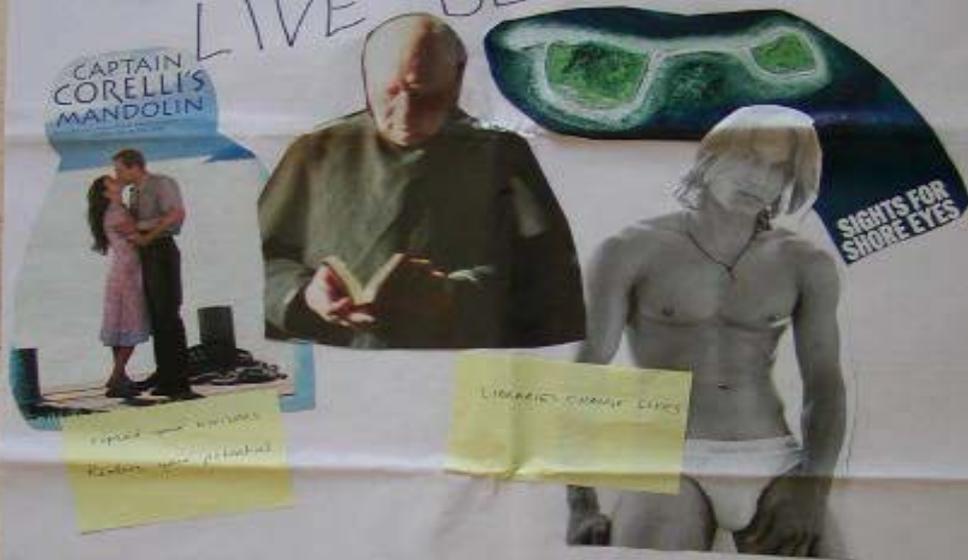
new books



LIBRARY ALL THIS AND MORE !!!



SAVE TIME,
LIVE BETTER



THE BOTTOM LINE.....



USE YOUR LIBRARY

LIBRARIES



↑ enabled life long STUDY



SAVE

choices
choices

↑ PROVIDE



KEEPS YOU
← PROUDIVE



MIND

↑ IMPROVE

↑ PROVIDE

brain food



Time for Leisure

MISSING

FAST TRACK



Information

lift the lid of the library



We meet all needs!



SPEED



BUILDING
BRIDGES

GOT A PROBLEM?

NEED A SOLUTION?



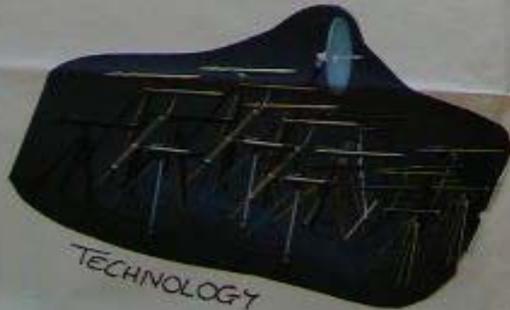
DYNAMIC

WHO DO YOU CALL??



SYNTHESIS

THE LIBRARIAN!



TECHNOLOGY



IN CONTROL

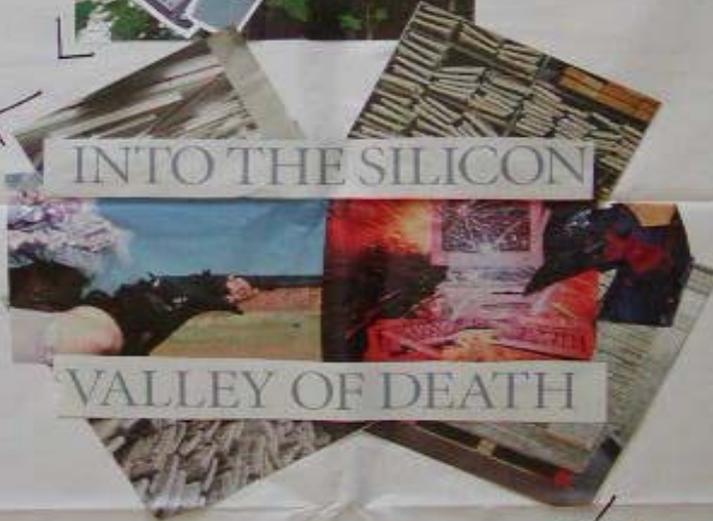
THE INFORMATION TIMES

13 FEB 2011

STRANGE
NEW
WORLD



INTO THE SILICON



VALLEY OF DEATH

Paradise
lost



Redefining an identity



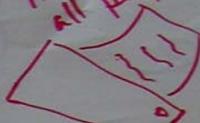
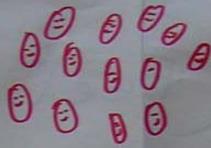
no one needs
white elephant



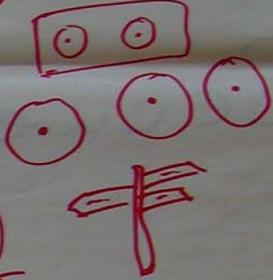
The future – vision...

Juggling all
types of information

Helping
all people



observant



good
listener

welcoming

Moving faster than
the speed of light



Used to dealing
with the field of
Knowledge and how to
ask the right questions

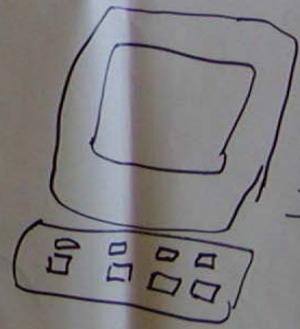
good
listeners

Well cut hair.

Contact lenses

Welcoming smile

Neat coordinated
outfit



Kate's
I-Mac.
IT

Dreams, Madness & Reality

By Crawford and Michael Gorman

Debunk claims of an all-digital information future – at least for the foreseeable future.

They conclude:

- The use of books, magazines and newspapers is not in decline, but actually growing
- Monitors that are as easy to read as a printed page have not yet been invented
- Large scale digital conversion and storage of current print resources (given today's technologies) are impracticably expensive
- An all electronic library is not financially feasible
- There is no such thing as a "free" internet and computing isn't really getting less expensive

42?

We have all the
answers

@ 6th floor
answers@library.com
@ your service



"The best thing about the future is that it only comes one day at a time."

Abraham Lincoln [1809-1865, 16th US President]

Marginal
Librarian
7-3

M
Marginal 7.2

Marginal
7.1

marginal
librarian
october
1997

MARGINAL
LIBRARIAN
5-3
APRIL '98

The
Marginal
Librarian
February 1997

M
5-2
1998

The Marginal
Librarian
november 1996

Marginal
8.1

MARGINAL
LIBRARIAN
82

April 1997
The
Marginal
Librarian

The Marginal Librarian is the student on-line newsletter of the McGill Library and Information Studies Student Association.



lyndsay.rees-jones@cilip.org.uk