

ComPetencies & Information Professionals

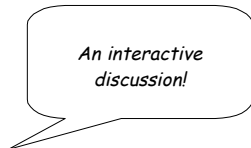
SLA 2006 DC Spring Workshop

Jane Dysart, Dysart & Jones

Focus

- Look at the key competencies for information pros
 - The P's
- Illustrate with some examples & stories
 - Competencies in action
- Discuss critical success factors for our future
 - For our profession, our roles & each of us
- Resources

My preference



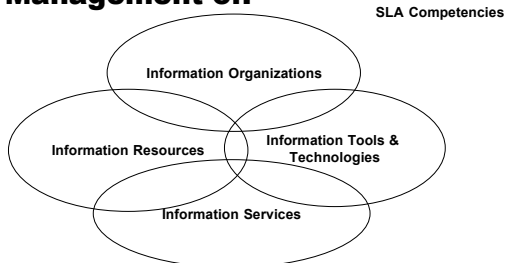
My Perspective

- Experience
- Observations
 - Practice, teaching, consulting, conference planning & program design

Competencies

- Roughly defined as a specific range of skills, abilities or knowledge enabling or qualifying someone to perform a particular function or carry out selected responsibilities
- They are:
 - The very foundation of a profession
 - The basis for professional growth and performance measures
- Widely used by the profession as well as by educators and employers

Management of:



ComPetencies & the P's

- | | |
|--|---|
| <ul style="list-style-type: none">• Perceptions• Picture, Big• Planning• People• Professional• Problem Solving• Partnering | <ul style="list-style-type: none">• Political• Positioning• Play• Practice• Presence• Perfection• Passion |
|--|---|

Customer Perceptions

- Awareness of customers' perceptions & desires – our context
 - OCLC
 - SirsiDynix Persona work
 - Seattle & LA Public Libraries
 - Harvard Business School Library
 - Bank, government department, pension fund

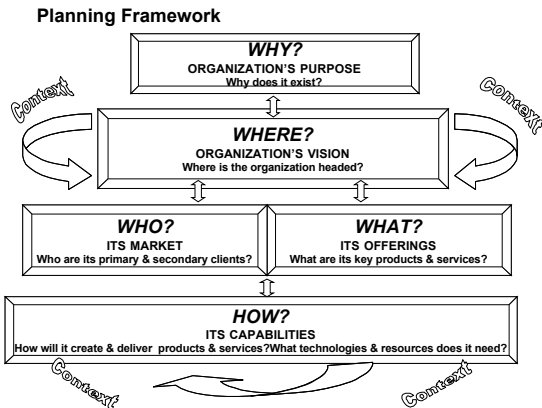
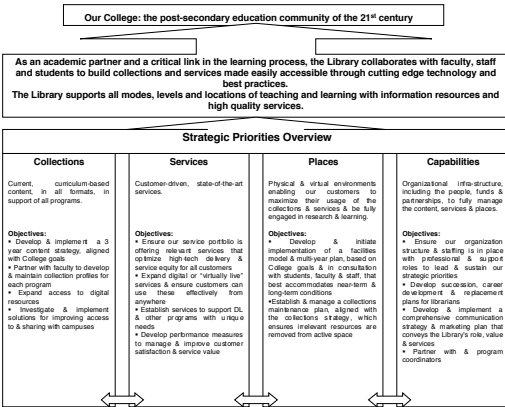
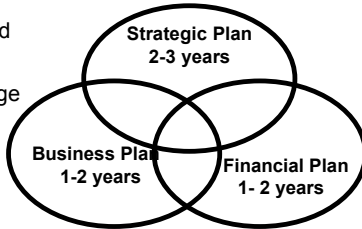
The Big Picture

- More context – our environment
 - Our organizations, communities, world
 - Scans: looking, listening, learning
 - Environmental Trends, Tools & Research @ SLA,
Tues 1:30, Convention Center, Room 328

Opportunities & Alignment

Planning

- Alignment
- Future Focused
- Clear
- In their language



People

- Leadership
 - Strengths/weaknesses; teams & planning
 - Direction, growth, connections
- Interpersonal
 - Listening, encouraging, developing, communicating

Professional: Business



- Using business techniques
- Understanding & being a part of your organization/community
 - AIG, Hamilton PL
- Thinking like a business person

Problem Solving

- Finding info
- Finding solutions
- Finding partners
- Creating products



Partnering

- Relationships
- Sponsors
 - Pat Martin, www.litmap.com
- Partners – working with other who have the skills you don't; what's in it for us?
 - Hamilton Public Library, InfOhio

Political

- Influencing & getting things done
 - Urban PL = developers & government experts
 - KM in consulting firm
 - Global business in a bank
 - One voice for government libraries

Positioning

- Marketing & Market Segmentation
- Message
- Language
- Impact

Play

- Creative thinking
- Playing in other sand boxes
- Playing with toys – handhelds for law & medicine
- Learning from others
 - PL youth strategies
- Future focus

Practice

- Practice environments
- Bringing skills & competencies from other areas of your life
 - Associations, choirs, sports teams

Presence: Confident

- SLA Research
- Vicious (self-)promotion
 - Self – taxonomy skills
 - Library – opportunities, pain points
 - Through others – champions
- Virtual & physical
 - Ann Arbor PL, www.aadl.org, Director's Blog

Perfection: NOT

- Good enough
 - Quick time decisions: bankers
 - Federal Government libraries SP & opportunity

Passion



Other P's?

A large empty oval shape for notes.

Critical Success Factors

- At the table
 - Recognized & trusted, aligned
- Valued → impact
 - Products & services for our market/s
- Continuous Learning & Changing
- Future & opportunities focus

New Roles Using eCompetencies

- Explorers & navigators in the information ocean
 - Translating for & training our communities
- Information designers
 - Building collaborative spaces
 - Integrating content into workflow & processes
- Information futurists
 - Daily blogs with links to econtent
 - Analyzing information trends

Anywhere you want to go...

Information initiators, facilitators,
strategists, mediators, moderators,
movers

Director of Web Communications, Web
designers, definers, developers, divas

P's for the Future!

- Perceptions
- Picture, Big
- Planning
- People
- Professional
- Problem Solving
- Partnering

- Political
- Positioning
- Play
- Practice
- Presence
- Perfection
- Passion

Resources

- www.dysartjones.com -- Articles & presentations: planning, tips for staying alive, blog posts on scanning
- www.oclc.com -- Perceptions of Libraries & Information Resources
- www.sla.org/content/learn/comp2003/index.cfm -- Competencies document
- www.hamilton.ca; www.infohio.org

Thank you!

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