

Top 10 Reasons Why Information Professionals Succeed

**Best Practices for Fueling the Fire**

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Based on 25 years of case studies

- Growing the largest CE provider for information profession with >\$800k revenues; Initiating e-payments at U of T
- Creating the 1<sup>st</sup> virtual information service practice, networking staff in 2 countries, coast to coast
- Regenerating an IRC (RM & Library) from the brink of elimination to respected information facilitator responsible for knowledge management, global deployment of information tools and services, etc.

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## Vision

- Positive picture of the potential
- Look beyond what is to see what can be
- Formal planning is more important in complex organizations

## Focus

- Adjust their binoculars to critical areas – of success, strategic significance, defense
- Able to keep a 360 view while concentrating on those few areas most important for their managers and their organizations

## Politically Adept

- Connect people to causes

***“The art of bringing people together to get the right things done.”***

**Donna Scheeder, Director of Congressional Law Library,  
former Director of Congressional Research  
and Past-President of SLA**

## Politics comes naturally to us

*Both politics and human information seeking behavior involves trust and trust is based on relationships. Building relationships is natural for our profession; we usually call it networking. The relationships that are formed today are the potential allies of tomorrow. Spending significant amounts of time talking to people outside of meetings helps to identify common interests and goals. Allies with a unified position do much better in negotiations than those who try to go it alone.*

Donna Scheeder, Information Outlook, September 2000

## How can we say we don't like politics?

- Building relationships by getting to know people before asking for their help or support.
- Offering assistance even when you are not asked for it, to establish reciprocal arrangements.
- Understanding the power relationships in your organization and that chains of influence have little to do with the organization chart.

Thanks to Donna Scheeder

## Influence

- Information professionals rarely yield authority and power

*Political acumen without influencing ability is like being on a tennis court without a racquet*

- Adept listeners with a keen awareness of when to invite, engage and initiate “yes” responses

## Risk management

- Able assessors
  - “*what’s the worst thing that can happen; can we live with that?*”
- Recognize that it is much easier to outflank than to outfight
  - **Identify ways to avoid enemy, advance in easy terrain and leave pockets of resistance to deal with later**

## Empower

- Themselves and others
- Begins with belief and continues through genuine coaching, guidance and development opportunities
- No general wins a war – or overcomes a challenge – alone
- Lead from the front

## Prioritize

- Ruthless “no” sayers
- Balance personal and professional lives

*Priorities must be in this order:  
Faith, Family, Business*

Mary Kay



## Curious

- Life long learning with a twist of lime
- The world is their classroom
- Probers, thinkers, scanners of other industries and professions
  - Harvard Certified Market Research Firm
  - Head of Innovation for Electronic Content
  - Search Engine Marketing for Fortune 500 Firms
- If their work is stifling them and closing doors, they look out the window and are gone out and “up” pretty quickly



## Scan, dig, adapt, adopt

*"It taught me how to be organized and to do research. It also taught me the value of information and the role of service in an organization.*

Phyllis Yaffe, COO Alliance Atlantis

## Partners R Us

- Collaborate with vendors, departments, organizations, colleagues to create a new condition and offering
- Vantage point of “what’s in it for us” rather than “what’s in it for me”
  - **The latter stance is tolerance; the former stance is synergy**

## Dual intellect

- Mental agility
- Emotional intelligence

***Self-awareness, optimism, and empathy  
enhance satisfaction and productivity at  
work***

Rutgers Consortium for Research  
on Emotional Intelligence in Organizations)

## Top 10 Reasons Information Professionals Succeed

- Vision
- Focus
- Politic
- Influence
- Manage risk
- Empower
- Prioritize
- Curious
- Partner
- Dual intellect  
– Emotional & Acuity

## There is no silver bullet

While there is no blue-print for success and every situation is different, we can learn from others, applying what is appropriate for our context

To fuel your fires, look to what impassions you, don't try to go it alone and above all else

## To thine own self be true

A best practice is when we've done our best

Thank you

Slides at [www.dysartjones.com](http://www.dysartjones.com)