

Today's Presenter



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Purposeful Innovation

Idea Management for Libraries

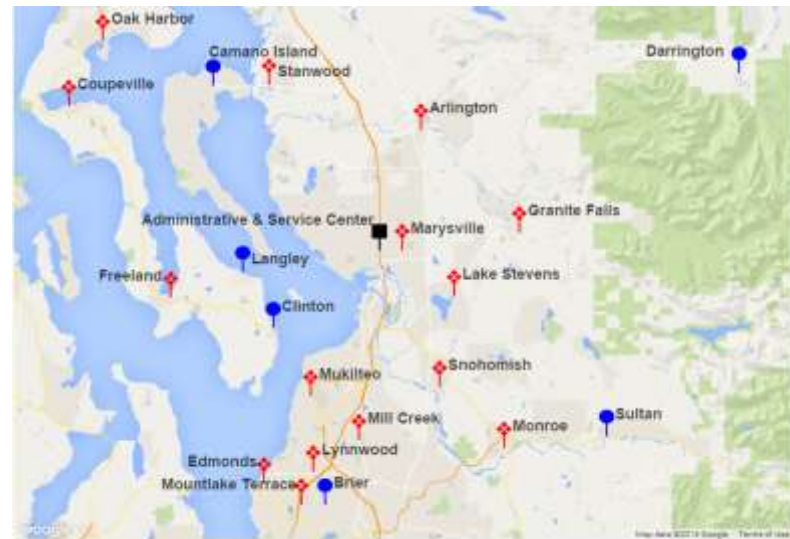
Learning Outcomes:

- You will be able to define idea management.
- You will articulate why a path for ideation is important.
- You will score your library's innovation strength.
- You will leave with ideas of your own for introducing idea management.

About Sno-Isle Libraries: Where?



- Island and Snohomish counties
- 714,000 residents
- 2,260 sq. miles
- 21 locations, 460+ employees
- \$51.2 mil budget (2016)
- 1.03+ mil items in collection
- 6.7 mil items borrowed (2015)
- Wide mix of service areas
 - Suburbs
 - Rural
 - Island
 - Tribal lands



What's your idea?



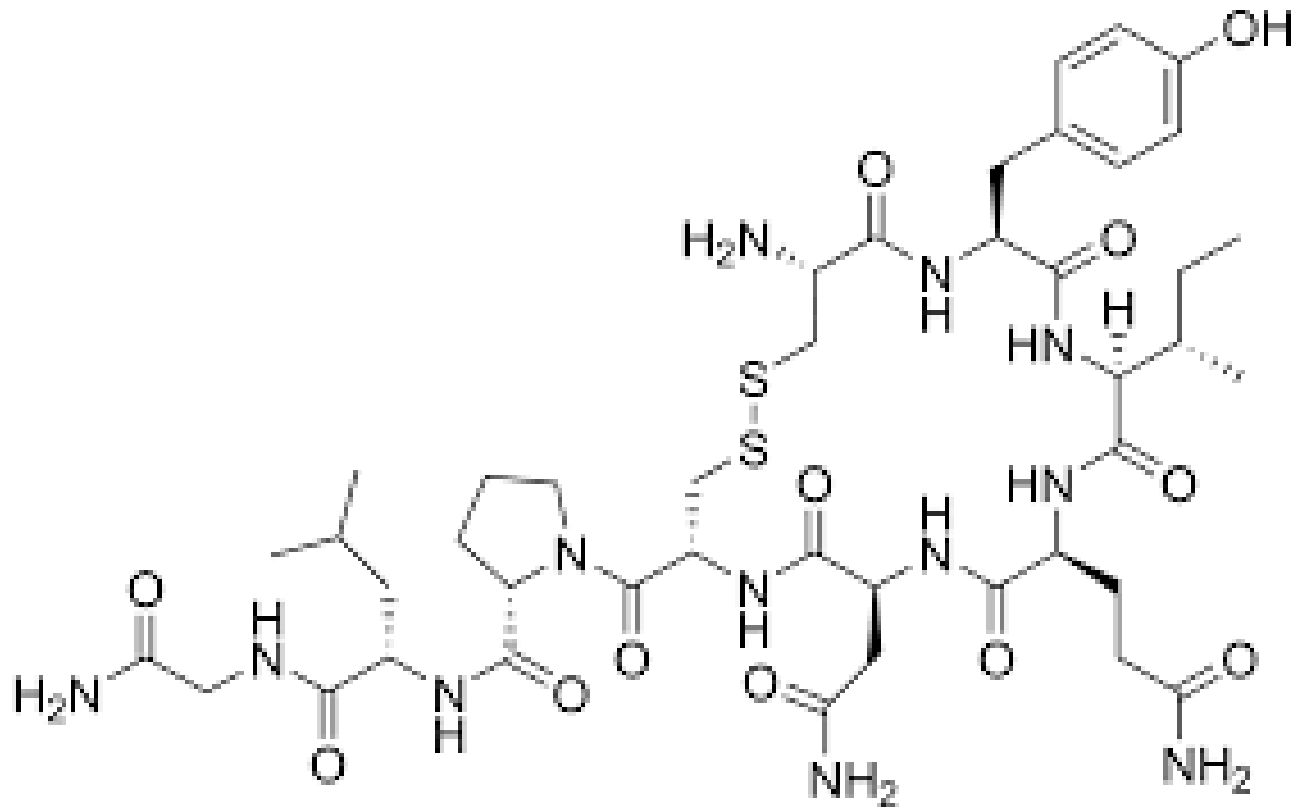
"Idea Validation by Customer Development" by smartmatter.co is licensed under CC BY 2.0

What is Innovation?

1. The introduction of something new.
2. A new idea, method, or device.

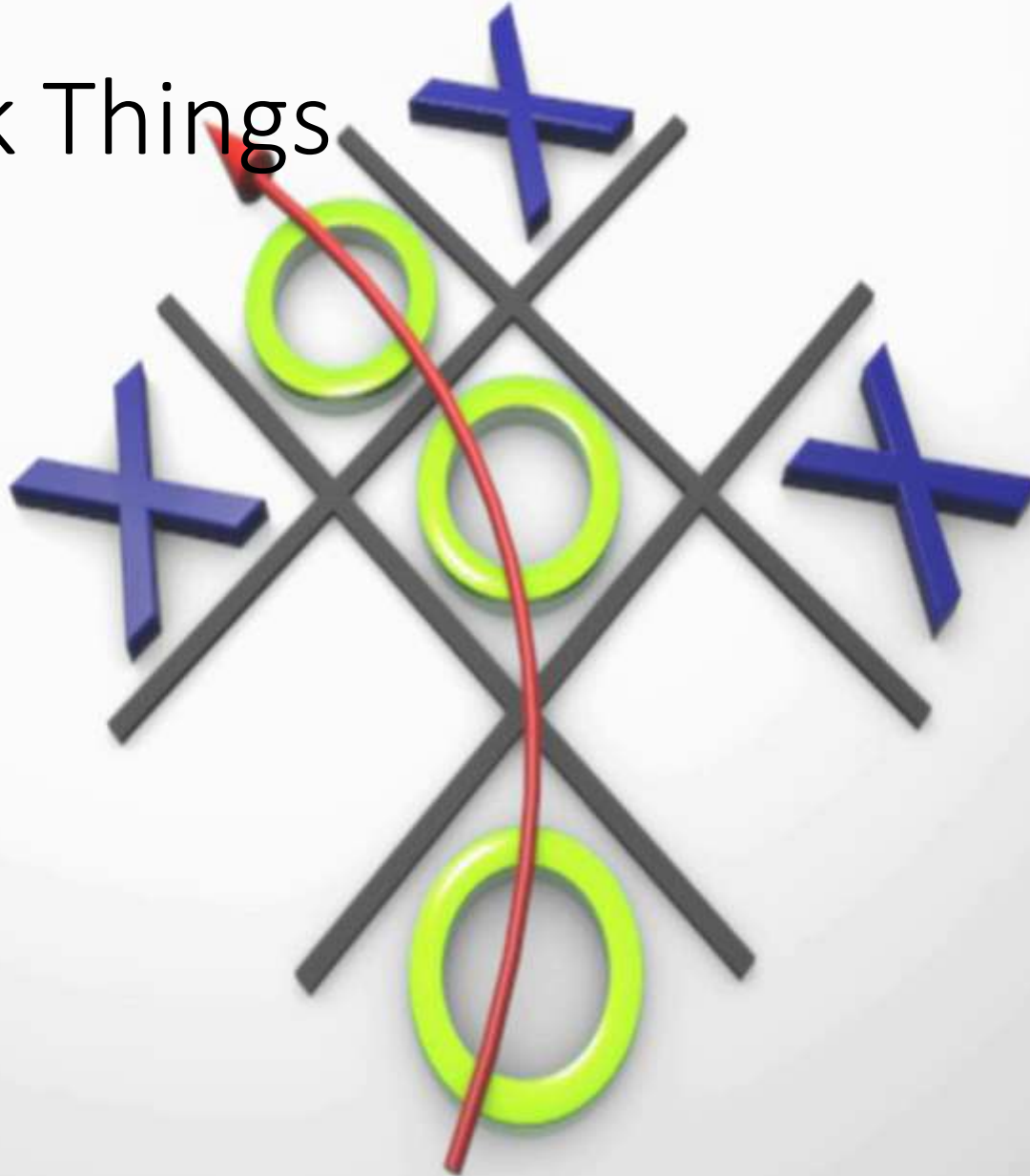
What makes an
organization innovative?

Trust



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Break Things



Celebrate



WHAT DOES IT TAKE TO *innovate*?

CEOs say:



57%

The right culture to foster and support innovation



44%

Strong visionary business leadership



37%

Willingness to challenge norms and take risks



31%

Ability to capture ideas throughout the organization



31%

Capacity and capability for creativity

WHAT DO THE MOST INNOVATIVE COMPANIES DO TO
stay on top?

#1

ALLOWING ALL EMPLOYEES
TO BE CREATIVE AND COME
UP WITH THEIR OWN IDEAS



Q & A

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Innovation Process



What is Idea Management?

Idea management is a structured process of generating, capturing, discussing and improving, organizing, evaluating and prioritizing valuable insight or alternative thinking that would otherwise not have emerged through normal processes.

Generate & Select



Generate
new and
creative ideas

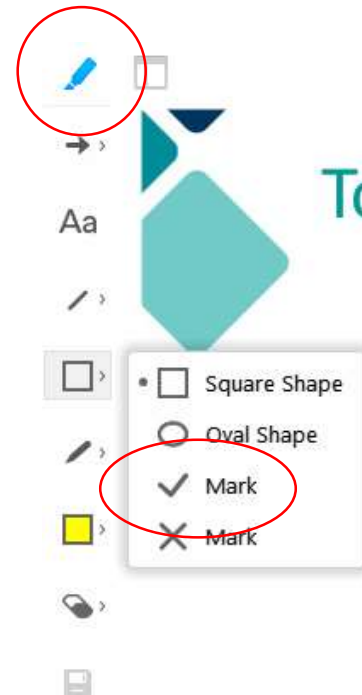
Select
the most
promising ideas

Annotation Tools

Click on the marker at the top left corner of the screen and the tool buttons will open.

Check mark

- Half-way down menu, click on square.
- Use the drop-down menu and choose the check mark.
- Click on slide to indicate choice.



Structure that:

Values vulnerability

Is fluid & breakable

Allows questioning

Has scope

Grateful & celebratory

Is transparent

**Tracks accountability
w/o blame**

Has room to breathe

What did Sno-Isle
Libraries do?

Idea Management @ Sno-Isle Libraries

Anyone and everyone.
96% staff participation.

- What is the demand for this idea and how does it benefit our strategic plan?
- What outcome (change in the customer experience) could be measured for this idea?
- Is the impact of this idea found locally, regionally, or system-wide?
- What or who inspired this idea and who have you already talked to about it?

Your idea, better.



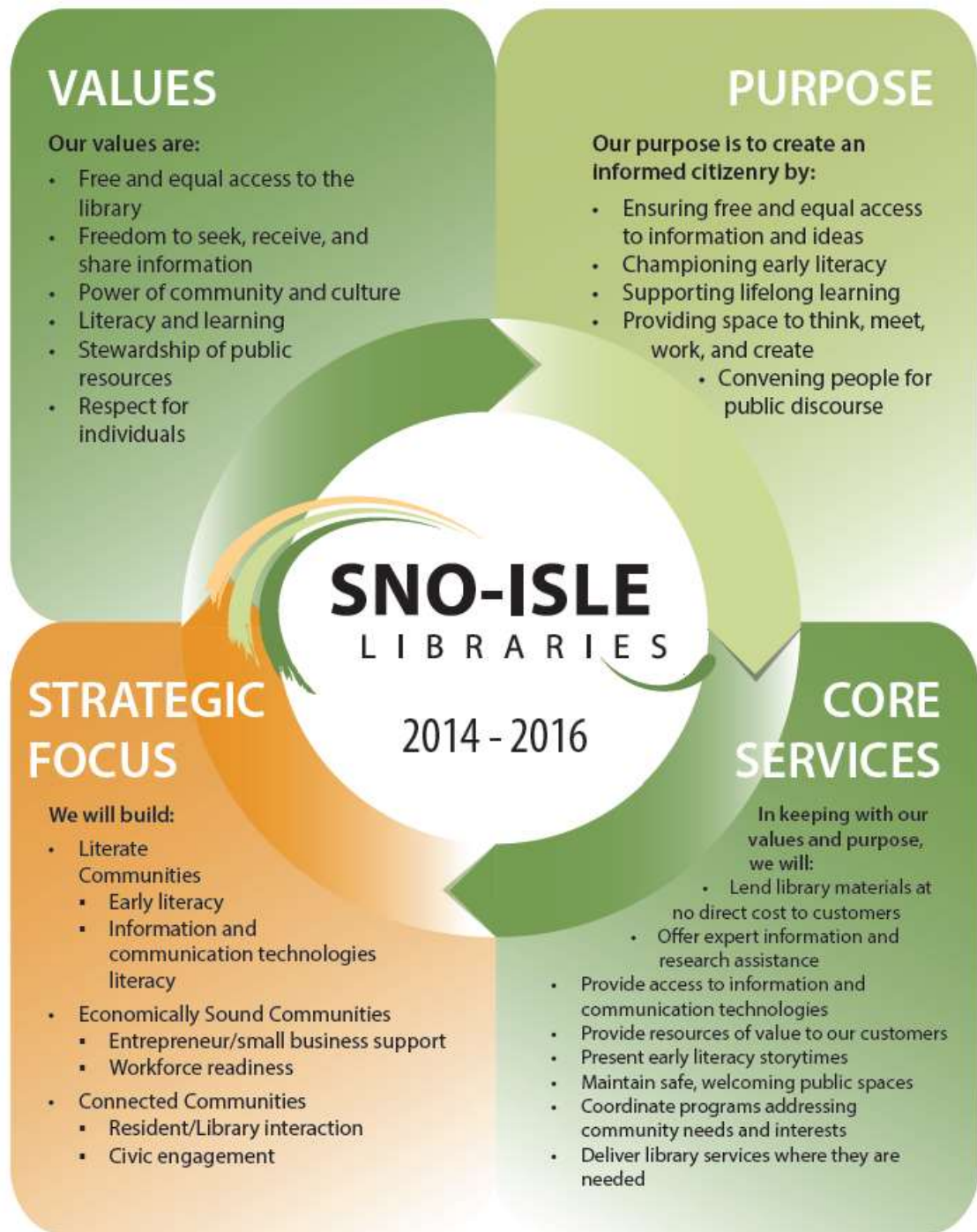
Requirements Analysis



Market Evaluation



Strategic Plan



Implementation

- Month 1-2: Management engaged & evaluate/refine.
- Month 2-5: Peer review team recruitment & evaluate/refine.
- Month 2-3: Pilot locations & evaluate/refine.
- Month 4-5: Expand pilot locations & evaluate/refine.
- Month 6: Anticlimactic “Live!”
- Months 7-13: Continuous process improvement
- Year Two: Elevate the quality of idea content
- Year Three: Re-evaluate platform needs



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Lessons Learned

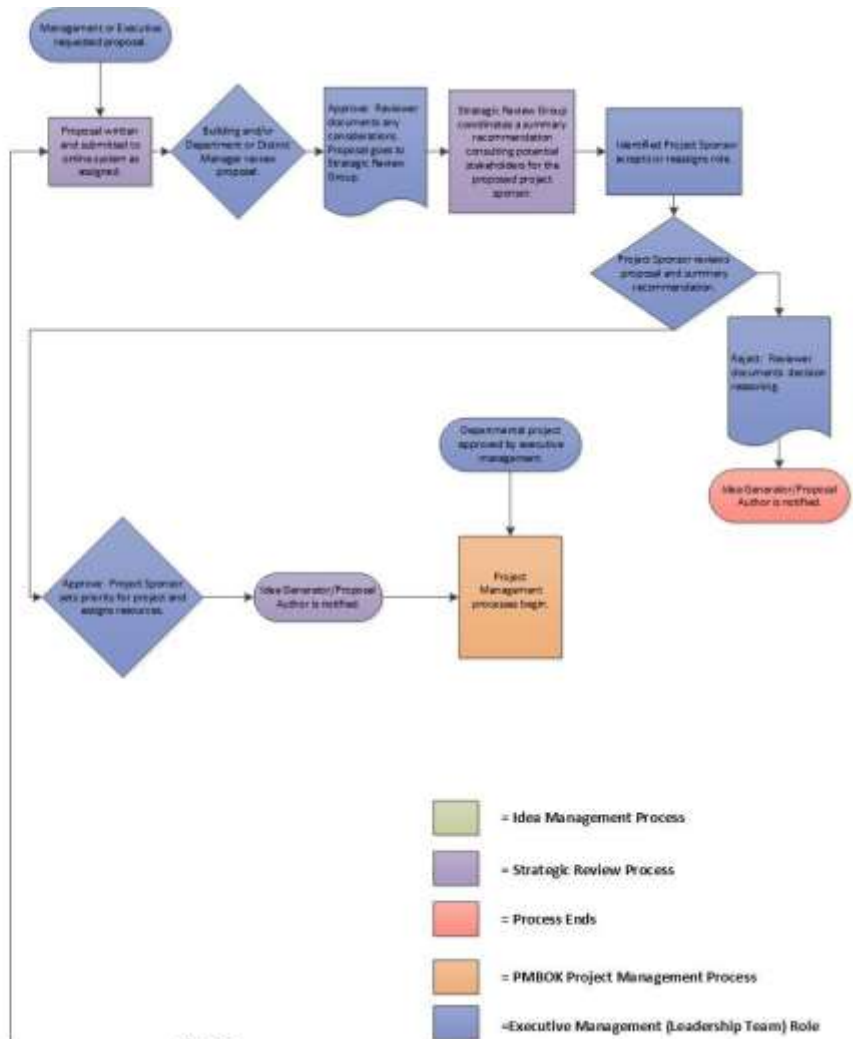
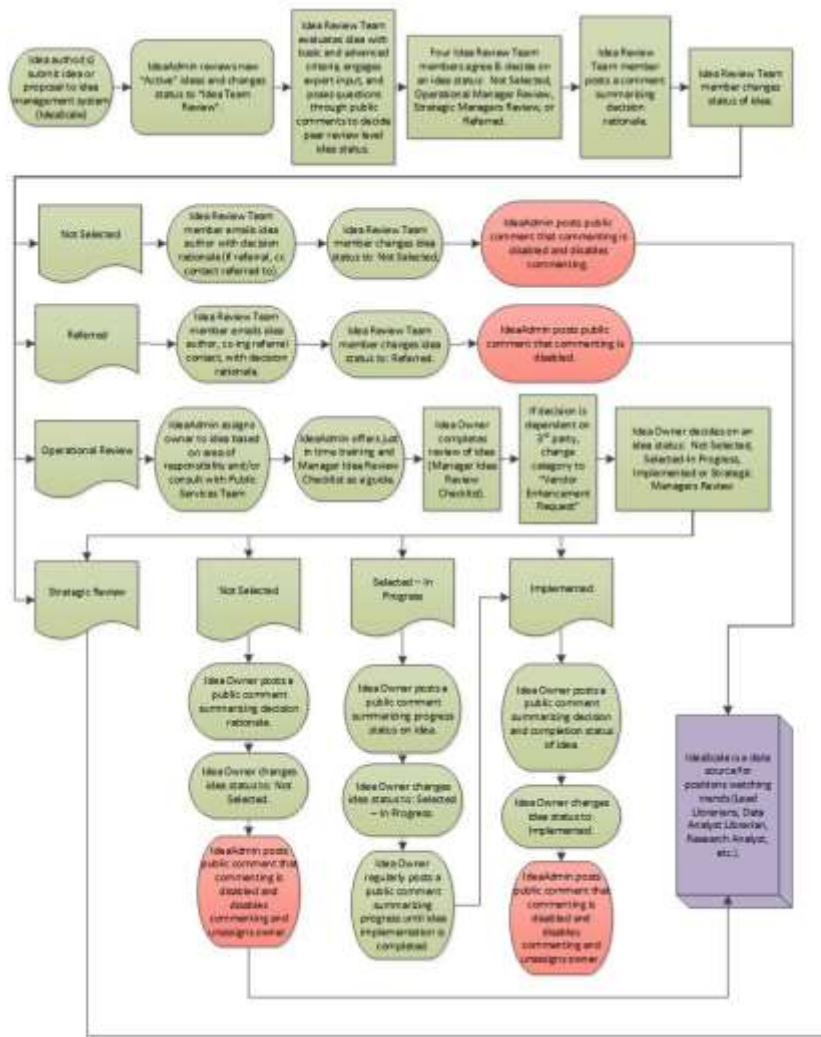
Organization Norms



Communication Skills



Process Mapping



Buy-In



Idea Round-Up To Date (as of March 7):

- In Idea Team (peer) Review = 1 ideas
- In Operational Manager Review = 29 ideas
- In Strategic Review = 9 ideas
- Not Selected = 159 ideas
- Selected/In Progress/Vendor Enhancement Requests = 35 ideas
- Implemented = 70 ideas

Popular/Recent Idea Examples

- **Customer Ability to Add \$ to Print Account Online through “My Account”** – Vendor Enhancement Request
- **Library Barcode for Smartphones** – Implemented
- **Changing Tables in Men’s Restrooms** – Implemented
- **“Special” Image Library Cards** – Not Selected
- **Pre-Notice to Customers of Blocked Accounts** – Implemented
- **Add Genre Spine Labels to Audio Books** – Operational Review
- **Training on Working With Homeless Population** – Referred
- **Music Advisory Services** – Selected, In Progress
- **Coworking Center/Business Incubator** – Strategic Review

Libraries in action:



What Comes Next?

- Proposing Projects with Purpose
- Project Planning for Impact as part of following project management processes and practices.

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- Huwe, Terence K. "Creating the Conditions for Innovation." *Computers in Libraries* 34.6 (2014): 16-18. Academic Search Premier. Web. 9 Mar. 2015.
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- Deschampes, Jean-Phillipe. "9 Different Models in Use for Innovation Governance". *Innovation solutions*. Innovation Management, 8 May, 2013. Web. 9 Mar. 2015. <http://www.innovationmanagement.se/2013/05/08/9-different-models-in-use-for-innovation-governance/>
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BKLYN Incubator Project:

- <http://lj.libraryjournal.com/2016/02/public-services/bpls-bklyn-incubator-project-to-fund-innovative-programming/#>
- <http://www.bklynlibrary.org/media/press/bklyn-incubator-program-f>

Heather Braum & Creating a Culture of Innovation in Your Library & Community:

- [https://www.webjunction.org/events/webjunction/Creating a Culture of Innovation.html](https://www.webjunction.org/events/webjunction/Creating_a_Culture_of_Innovation.html)

What it Takes to Innovate Infographic:

- <http://www.insideoutdev.com/newsletter/04-2015/#infographic>