What is an **Entrepreneurial Librarian**?

_The Entrepreneurial Librarian_ uses the skills of a successful business entrepreneur: creative thinking, strategic planning, focused and purposeful marketing, a willingness to be innovative and at times, a risk taker; to place their library in the best possible position to take advantage of opportunities to meet the needs of their community, both present and future, and to be foundational in the success of the community they serve.

**25 Common Characteristics of a Successful Entrepreneur**


1. Do what you enjoy.
2. Take what you do seriously.
3. Plan everything.
4. Manage money wisely.
5. Ask for the sale.
6. Remember it's all about the customer.
8. Project a positive business image.
9. Get to know your customers.
10. Level the playing field with technology.
11. Build a top-notch business team.
13. Create a competitive advantage.
15. Be accessible.
16. Build a rock-solid reputation.
17. Sell benefits.
18. Get involved.
19. Grab attention.
20. Master the art of negotiations.
22. Get and stay organized.
23. Take time off.
24. Limit the number of hats you wear.
25. Follow-up constantly

Which 5 are you already doing?
Which 5 do you need to work on?
What makes a Librarian Entrepreneurial?

<table>
<thead>
<tr>
<th>Typical Library Director</th>
<th>Entrepreneurial Librarian</th>
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<tbody>
<tr>
<td>Wants to succeed</td>
<td>Plans to succeed</td>
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<tr>
<td>Reactive</td>
<td>Proactive</td>
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<tr>
<td>Hires the Skills</td>
<td>Hires the Person</td>
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<tr>
<td>Manages their staff</td>
<td>Manages, Coaches and Leads</td>
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<tr>
<td>Schedules Programs</td>
<td>Constructs Programs</td>
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<tr>
<td>Shotgun Marketing</td>
<td>Targeted Marketing</td>
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<tr>
<td>Has Regulars</td>
<td>Cultivates Loyalists</td>
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<td>Too Busy</td>
<td>Prioritizes Upgrades</td>
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<td>A Solid, Traditional Institution</td>
<td>A Community-based Organic Organization</td>
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The Key to being a successful Entrepreneurial Librarian is . . . the Strategic Plan.

The well written strategic plan performs several important, functional purposes:

• Causes the organization’s shareholders to think about, discuss and put down on paper their goals for the library’s future.
• Sets measurable, defined and time specific goals
• Brings the mission and vision statement in down to earth
• Allows the board, director, staff, volunteers and customers to know where the organization is going - Keeps the director, staff and the board accountable
• Defines the organization’s priorities and keeps the library “on task”
• Defines what is “success” for that library

The Steps in a Strategic Plan

1. Brainstorm and Dream
2. Organize
3. Prioritize
4. Commit
5. Implement
Think about:
1. Who you serve? (How do you want to serve them better?)
2. Who you want to serve?
3. Where you want to be in the coming years? (physically, financially, etc)
4. What technology is coming that you want to take advantage of?

Brainstorm some goals for your library – using these 5 questions

1.
2.
3.
4.
5.
6.

Focused and Targeted Marketing
Who are you trying to reach?
What are you offering them?
Where will you find them? (How do they get their information?)
How can you get in front of them?
Why should they come?

Manager, Leader, Coach
Manager –Focuses on problem solving and day to day operations
Leader –Focus on the “big picture”
Coach –Focus on the people in your organization.

Your staff needs a coach
Your board, Friends or township officers need a leader
Your library as an entity needs a manager

A good manager is best when people barely know that he exists. Not so good when people obey and acclaim him. Worse when they despise him. Lao-Tzu Chinese philosopher (604 BC - 531 BC)
Suggested Reading List

**First Break all the Rules** – written by Marcus Buckingham and Curt Coffman, Published by Simon and Schuster Adult

**Fish: A remarkable way to boost morale and improve results** – Written by Paul Harry and John Christensen, Published by Hyperion

**Innovation and Entrepreneurship** – Written by Peter F. Drucker, published by HarperCollins Publishers

**One Minute Manager** – Written by Ken Blanchard, Spencer Johnson, and Constance Johnson, published by HarperCollins Publishers

**Strategic Planning for Results** – Written by Sandra Nelson, published by the American Library Association