**Purposeful Innovation: Idea Management for Libraries**

**Learner Guide**

**Event Description:** Sooner or later, all libraries need to realign or reinvent services and workflows to respond to shifting community needs, but there’s often a disconnect between ideas generated by staff on the front lines and the decisions made by management. Imagine a library where all staff feel empowered to submit, vote and comment on service and workflow ideas. To reach this ideal, Sno-Isle Libraries (WA) has embraced the idea management process in order to consider and approve ideas holistically, for cost, benefit and time, and before a heavy investment of resources. Sno-Isle Libraries realized that building a collaborative, transparent framework to support workflows, change, ideas and community engagement is essential to creating a culture of purposeful innovation. During this webinar, you’ll gain a clear understanding of the "what" and "why" of idea management, hear lessons learned, and leave with tools to empower staff to lead from any position by sharing their ideas.

Presented by: **Christa Werle**, Public Services Project Manager, Sno-Isle Libraries, Washington

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| **What are your goals for viewing this webinar?** | |
| **Personal Goals** |  |
| **Team Goals** |  |
| **Start with an idea** | |
| What service or workflow idea would you put forth to your team? | |
| **Myths of Innovation** | |
| Review *The 7 Common Myths of Innovation* (<http://www.strategos.com/wp-content/uploads/2011/03/CEO-7Myths-Mar2011-gcip.pdf>).  Which myth is most widely held to be true in your library? | |
| **Is Your Library Innovation-Ready?** | |
| Christa outlined the characteristics of an innovative organization. Which of these characteristics do you think your library culture has already or needs to develop before moving forward with idea management?  **Values vulnerability**  **Has scope**  **Tracks accountability without blame**  **Is fluid & breakable**  **Grateful & celebratory**  **Has room to breathe**  **Allows questioning**  **Is transparent** | |
| **Read Up** | |
| Read *Why We Need to Get Away From Innovation by Anecdote* (<http://www.governing.com/gov-institute/voices/col-innovation-anecdote-academia-scientific-rigor.html>).  Discuss or reflect on question: How can you introduce data measures into your idea generation? | |
| **Failure Rate** | |
| For many corporations, a 90% failure rate for testing innovations is acceptable. Do you think this is okay in libraries? Why or why not? | |
| **Aligning with Strategic Planning** | |
| Does your ideation start in the world of ideas or from your library’s goals?  Review your library’s strategic plan and write down 3 ideas to benefit customers for which your organization’s goals are the genesis:  1.  2.  3. | |
| **Improve Your Idea** | |
| Take your original idea and rewrite it describing its impact towards your library’s strategic plan. | |
| **Action Plan:** (include next steps, who, when, etc.) | | |
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