**How Successful Libraries Thrive in Uncertain Times - Learner Guide** <http://www.webjunction.org/events/webjunction/how-successful-libraries-thrive-in-uncertain-times.html>

**Event Description**: Have you noticed that some libraries manage to thrive even when times are tough and things are going against them? We would all love to know how to pave the way for future success in a world that seems to change by the hour. Successful libraries don’t have a crystal ball but they do share five characteristics that encourage positive results, regardless of what the world throws their way. Learn how to activate these characteristics in your library, including low cost/no cost tips that apply to any size of library or community. Give your library a new lease on life and revitalize excitement about your services.

Presented by: **George Needham**, Director, Delaware County District Library (OH)

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| **What are your goals for viewing this webinar?** | |
| **Personal Goals** |  |
| **Team Goals** |  |
| **Align with your communities** | |
| Review the [Community Partnership and Collaboration Guide](http://www.webjunction.org/documents/webjunction/Community_Partner_Collaboration_Guide.html) compiled by WebJunction. Identify two potential new community partners and evaluate them using the factors listed on the potential partners worksheet (p. 4 of guide). Considering George’s example of mutualistic relationships, list the specific assets that your library bring to the table in these potential partnerships.  1.  2.  3.    4.  5.  6. | |
| **Question the orthodoxy** | |
| George shares the importance of risk-taking, experimentation and exploration in questioning the orthodoxy. Read the article, [How to stifle your creativity in 10 easy steps](http://www.lifehack.org/articles/lifehack/how-to-stifle-your-creativity-in-10-easy-steps.html), and to stimulate innovation, discuss or reflect on the ways you and your team, can overcome these stifling habits. List those habits you’d most like to leave behind.  1.  2.  3.    4. | |
| **Manage your message effectively** | |
| Practice developing a persuasive message using the 27-9-3 rule. “Created by some Vermont lawmakers several years ago, the 27-9-3 rule requires you to make your persuasive point in no more than **27 words** within a time frame no longer than **nine seconds** with no more than **three points** discussed. These limitations help us focus on understanding how to connect to our listener.” – *Power Prism* <http://powerprism.org/27-9-3_Worksheet.pdf> | |
| **Stay focused** | |
| George suggests eliminating frustrating policies as a way to stay focused on your library community. Review and discuss what Halifax Public Library did, in [Today I Bent a Rule](http://www.webjunction.org/news/webjunction/today-i-bent-a-rule-barrier-identification-at-hpl.html), to help identify policies that create barriers to customer service using an employee-driven approach. | |
| **Make mindful choices** | |
| George outlines the attitudes and qualities to consider when hiring or retaining staff that can help your library thrive in uncertain times. Consider this list and check those you think are well-represented in your team, and circle those you would like to develop more fully:   * Optimism * Civility * Generosity * Flexibility * Teamwork * Laughter * Relationship development * Action-oriented | |
| **Action Plan:** (include some simple next steps, along with who, when, etc.) | |
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