

# Creating a Culture of Innovation in Your Library & Community



Heather Braum  
Northeast Kansas Library System  
WebJunction, January 2013

Sources: <http://goo.gl/qhdny> & <http://goo.gl/Txklk>



## Disclaimers

Source: <http://goo.gl/zNS1N>

## What is Innovation?

*The dictionary says....*

- something new or different
- introduction of new things or methods

Source: <http://goo.gl/tJFQD>

Source: [dictionary.com](http://dictionary.com)





**That's really helpful...**

Source: <http://goo.gl/KwbgP>

**What do others say?**

Source: <http://goo.gl/tJFQD>

## **Innovation is....**

- “Adding value”
- “frosting”
- “not original intent”
- “amaze”
- “astonish”
- “free to explore, use” develop, question

Special thanks to colleagues who gave definitions

## **Innovation is....**

- “a twisted idea -- a new approach that you feel like YOU should have come up with -- that changes the way a culture thinks or works”
- “ignores standards or status quo”
- “focuses on form/function in a new way that is disruptive (in a good way)”
- “a twist on a simple concept”

Special thanks to colleagues who gave definitions



# Your definitions?

*add them in chat*



Source: <http://goo.gl/ANUF7>

Source: <http://goo.gl/tJFQD>

# Who can innovate?

# Innovative Organizations



# Apple

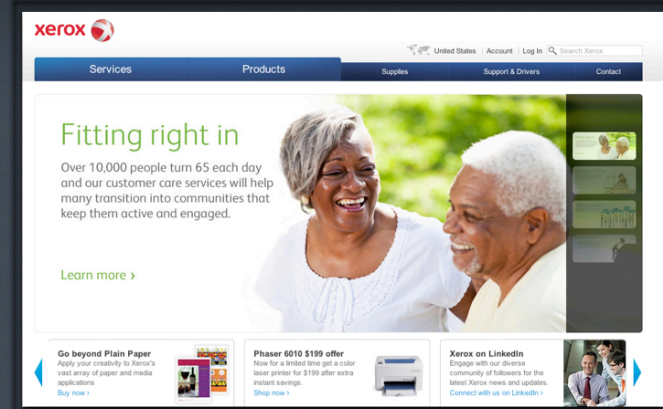
Source: [www.apple.com](http://www.apple.com)





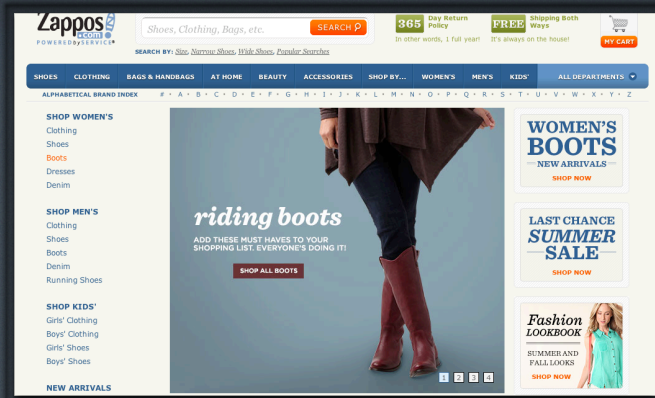
# Amazon

Source: [www.amazon.com](http://www.amazon.com)



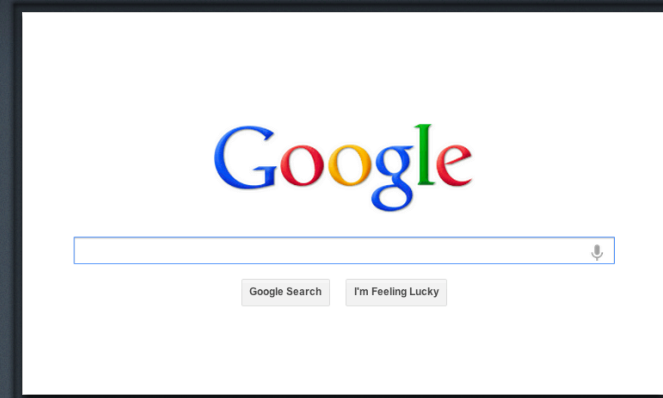
# Xerox

Source: [www.xerox.com](http://www.xerox.com)



# Zappos

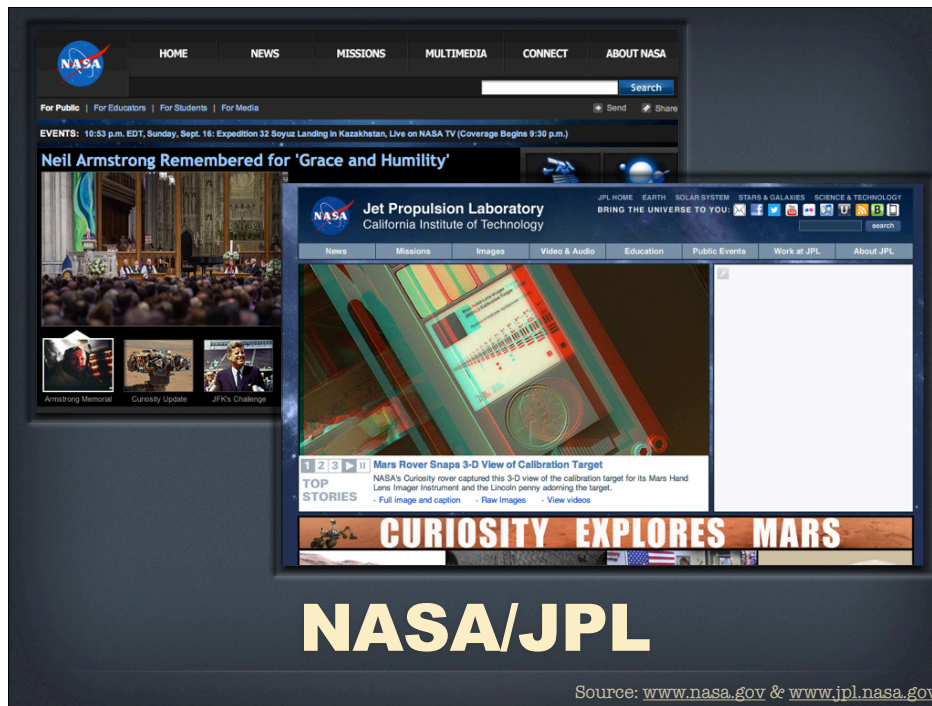
Source: [www.zappos.com](http://www.zappos.com)



# Google

Source: [www.google.com](http://www.google.com)









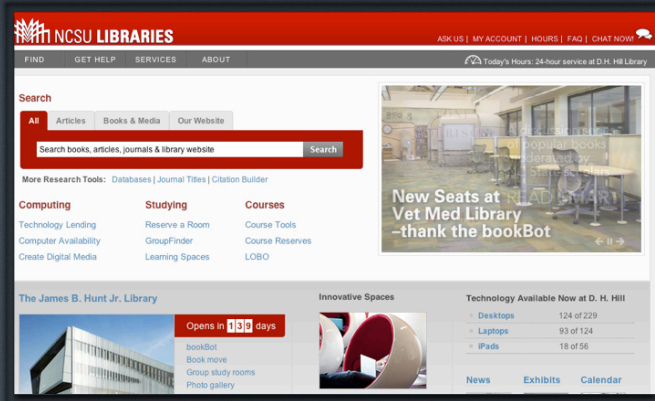
# McAllen Public Library

# Ann Arbor District Library

# NYPL Labs

Source: [menus.nypl.org](http://menus.nypl.org)





## NCSU Libraries

Source: [library.ncsu.edu](http://library.ncsu.edu)



## Kinsley Public Library

Source: <http://goo.gl/nhZvX>

## Other innovative organizations?

*add them in chat*



Source: <http://goo.gl/ANUF7>

## Innovative Ideas

Source: <http://goo.gl/tJFQD>





## The Internet

Source: <http://goo.gl/tJFQD>



## A Free Public Library

Source: <http://goo.gl/yUXsd>



## Photography & Perspective

Source: <http://goo.gl/5H1A1>



## Memes

[textsfromhillaryclinton.tumblr.com](http://textsfromhillaryclinton.tumblr.com) &  
[mckaylaisnotimpressed.tumblr.com](http://mckaylaisnotimpressed.tumblr.com)





## iPod (and its headphones)

Source: <http://goo.gl/QQT20>



## Open...

Source: <http://goo.gl/mTa7H>



## TED... Ideas worth spreading

Source: <http://goo.gl/mTa7H>



## AIDS & video gamers

Source: <http://goo.gl/krbyd>





## Pumpkin Trash bags

Source: <http://goo.gl/oPwh3>



## Navajo Code Talkers

Source: <http://goo.gl/JISva>



News-  
papers

Source: <http://goo.gl/40gDU>



Radio

Source: <http://goo.gl/QPYN>



Film

Source: <http://goo.gl/AA4Cz>



Jazz

Source: <http://goo.gl/77K1l>



TV

Source: <http://goo.gl/0dnt1>



Phone

Source: <http://goo.gl/QPYN>



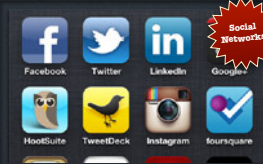
Online  
Video

Source: <http://goo.gl/vi5haI>



Video  
games

Source: <http://goo.gl/XTHzh>



Social  
Networks

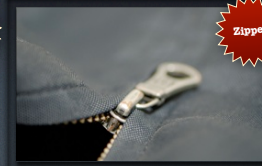
Source: <http://goo.gl/sht6>

## Mass Media & Entertainment



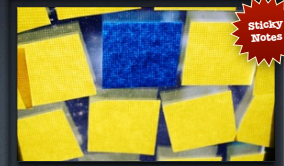
Poptabs

Source: <http://goo.gl/LAVvo>



Zipper

Source: <http://goo.gl/wDuX7>



Sticky  
Notes

Source: <http://goo.gl/tD43M>



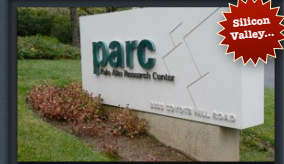
Roomba

Source: <http://goo.gl/875Px>



Zipper

Source: <http://goo.gl/wDuX7>



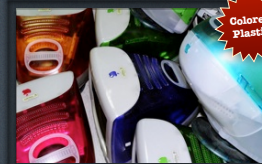
Silicon  
Valley--

Source: <http://goo.gl/QPYN>



Air  
Plane

Source: <http://goo.gl/c8f6i>



Colored  
Plastic

Source: <http://goo.gl/QpNpe>



Printing  
Press

Source: <http://goo.gl/aRYLX>

## Inventions...





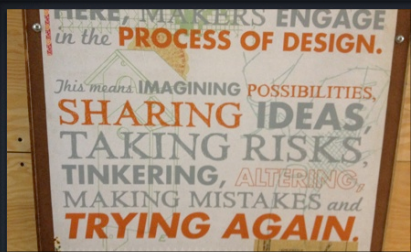
## Basketball

Source: <http://goo.gl/59iSw>



## Unconferences

Source: <http://goo.gl/ITyDl>



## MakeShop & Fred Rogers

Photos by Heather



## Apple Mobile Devices

Source: <http://goo.gl/OmTfr>

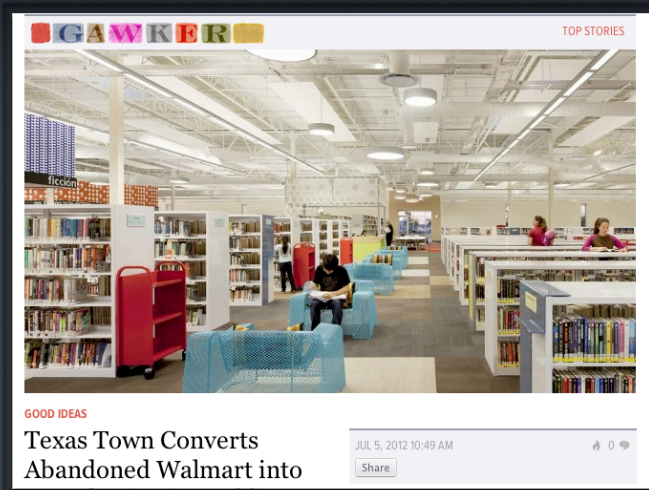




## Community-built parks: imagined by the kids

Source: personal photo

## Innovative Examples in Libraries



## Converting Old into New

Source: <http://goo.gl/p4lpf>



## Tech Central @ Cleveland PL

Source: <http://goo.gl/sLXps>





## underground library Minneapolis, MN

Source: <http://goo.gl/Txklk>



## Maker Spaces

Source: <http://goo.gl/tKQCH>



## Art Gallery

Source: photo courtesy of morrillpubliclibrary on Flickr



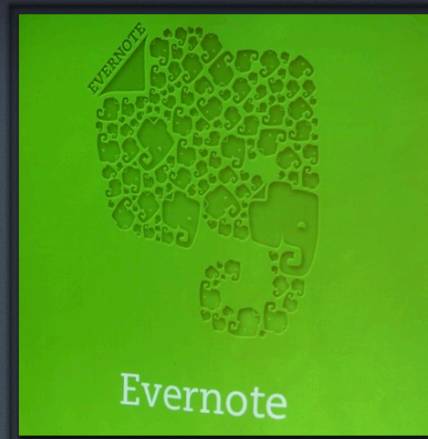
## Bookstore Model

Source: <http://goo.gl/O65bM>









## Orientation Scavenger Hunt

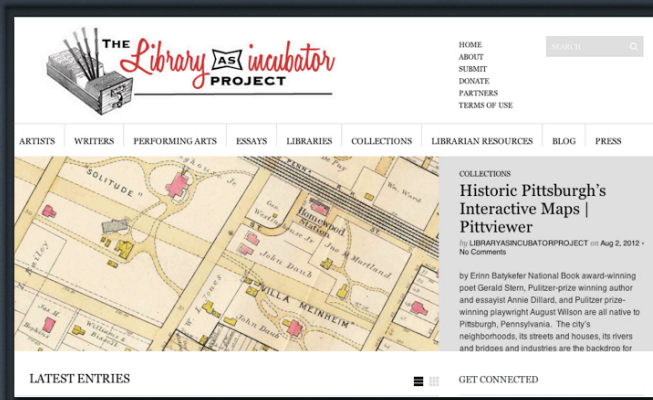
More info: <http://goo.gl/UuAyd>

Source: <http://goo.gl/LvV15>

YouTube Video:  
<http://goo.gl/DQku>

## Video spoofs: BYU

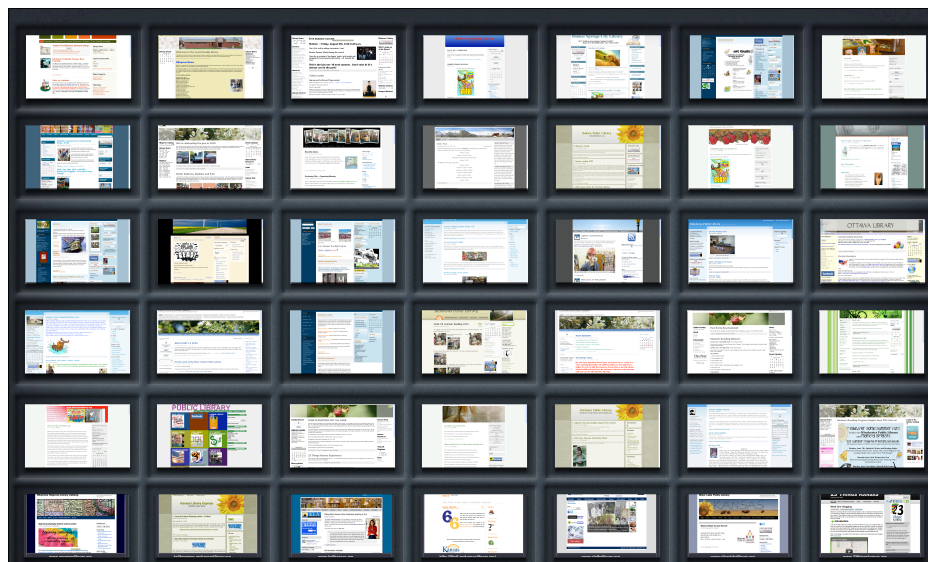
@IArtLibraries



## Library as Incubator

<http://goo.gl/1RmSC>

Source: <http://goo.gl/oxFC8>



## KLOW Project

Source: Library Website Screenshots, 2010-2012





**Koha**

Source: <http://goo.gl/aY553>



**Statewide Courier Service**

Source: NEKLS photos



**Exhibits**

Source: Kansas Humanities Council, <http://goo.gl/3AqWc>



**Community Education**

Source: photos courtesy of Salina Public Library





# Digital Learning Labs

Source: photo courtesy of juggernautco on Flickr



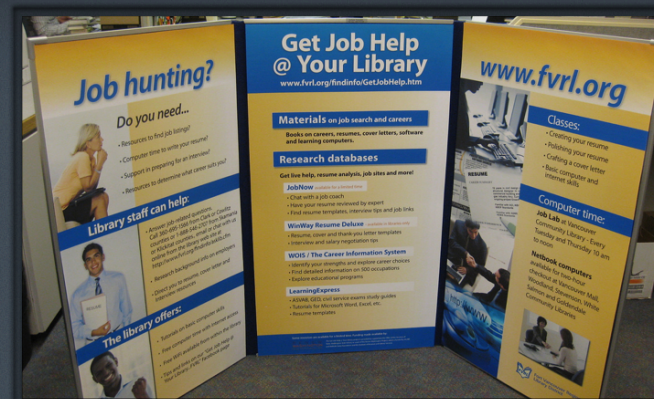
# Programming

Source: photo courtesy of Wayne Rhodus



# Music...

Source: photo courtesy of theunquietlibrary on Flickr



# Job Help

Source: <http://goo.gl/NJ1Cx>





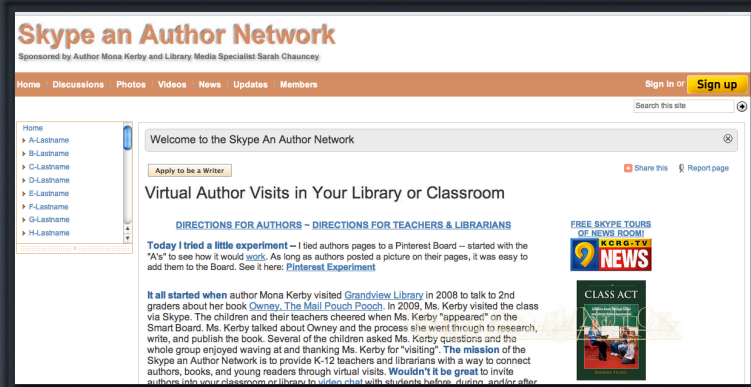
## Legos at the Library

Source: <http://goo.gl/q3YUz>



## Language Learning

Source: <http://goo.gl/Q8Rse>



## Skype an Author

Source: [skypeanauthor.wetpaint.com](http://skypeanauthor.wetpaint.com)



## Human Library

Source: <http://goo.gl/erkkz>





## Checking out.... (cakepans; bikes; ...)

Source: <http://goo.gl/KsCiU>

## LOCK N' LIGHT

If there are two things burglars hate, it is locks and light. Keep your home safe by locking your windows and doors and lighting your doorways through the night.

The District Attorney's Office would like to help ensure all Douglas County residents are safe and is providing free compact fluorescent bulbs to assist in keeping doorways lit through the night in an affordable and environmentally responsible manner.



## Lock 'n Light Campaign

Source: 6News Lawrence, <http://goo.gl/1vC00>

## Other innovative ideas?

*add them in chat*



Source: <http://goo.gl/ANUF7>

Source: <http://goo.gl/tJFQD>

## *Pause for questions*



Source: <http://goo.gl/w2Ble>



# Shared Qualities of Innovation

YouTube Video:  
<http://goo.gl/ncUQd>

**Jack Andraka**

## Your Observations?

*add them in chat*



Source: <http://goo.gl/ANUF7>

**Enthusiasm**



**Personal**

**Curious**

**Tenacious**

**Luck**



**Support**

**Resolute**

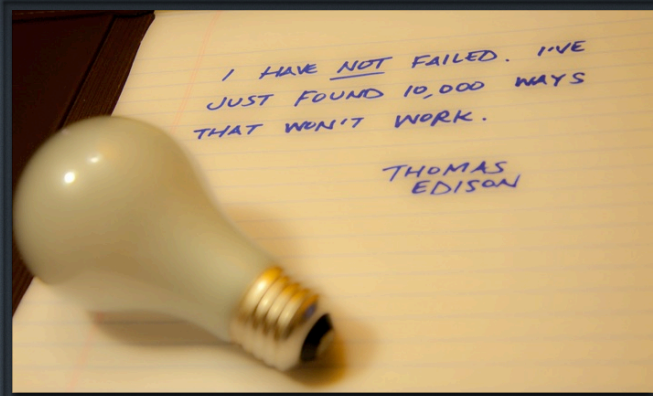
**Caring**

**Problem-Solver**



## Partnerships

## Collaboration



**Failure isn't the end**

Source: <http://goo.gl/oxFC8>

**How do you  
begin to innovate?**



# The Five Whys

Source: <http://goo.gl/g9yNo> & Diana Weaver



## The Jefferson Memorial

Source: <http://goo.gl/mTa7H>



## Name a problem

Source: <http://goo.gl/mTa7H>



## Ask Why

Source: <http://goo.gl/mTa7H>





**Get an Answer**

Source: <http://goo.gl/mTa7H>



**Ask Why about THAT**

Source: <http://goo.gl/mTa7H>



**Repeat 5 times**

Source: <http://goo.gl/mTa7H>

**Think like a startup**

- disruptive ideas (1)
- about new processes (1)
- reinventing what we do & how we think about it (1)
- “innovation is messy” (3)
- innovation must be embedded at all levels (3)

Source: Think like a startup, Brian Mathews, <http://goo.gl/uQleE>



# Think like a startup

- “conditioned for constant change” (4)
- “building a platform” (4)
- “framework for action” (4)
- “culture” (4)
- learn from failures (5)
- “we don’t ask BIG ENOUGH questions” (8)

Source: Think like a startup, Brian Mathews, <http://goo.gl/uQ1eE>

**Ask:**  
**What business**  
**are you in?**

Source: Marketing Myopia, Theodore Levitt, Harvard Business Review, 1960

**Your ideas to  
innovate?**

*add them in chat*



Source: <http://goo.gl/AtUF7>

Source: <http://goo.gl/tJFQD>

**Idea Sources**



**Your Colleagues**

**Other Librarians**

**Other Professions**

**Your Community**



**TED**  
[www.ted.com](http://www.ted.com)

**Brian Mathews**  
<http://goo.gl/avZwK>

**The Heart of Innovation**  
<http://www.ideachampions.com/weblogs>

**Library as Incubator**  
<http://goo.gl/1RmSC>

Source: <http://goo.gl/oxFC8>



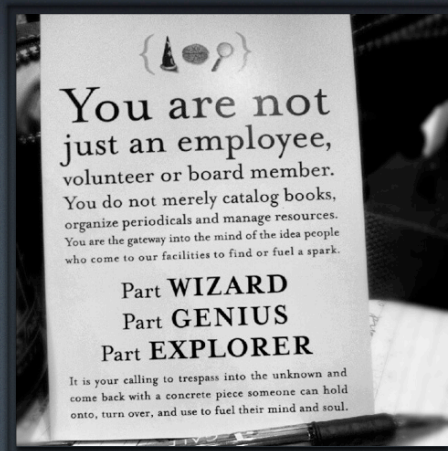
# A brief PSA about grants...

## Your Ideas?

*add them in chat*



Source: <http://goo.gl/ANUF7>



# “Librarians” can change the world

Source: From the R(squared) conference,

YouTube Video:

<http://goo.gl/XEemj>

Special thanks to Buffy Hamilton & Helen Blowers for this idea.

# “Librarians” can change the world



## Further Reading

- Adapt: why success always starts with failure (Harford)
- Steal like an artist: 10 things nobody told you about being creative (Kleon)
- Where good ideas come from: The natural history of innovation (Johnson)
- The little black book of innovation: how it works; how to do it (Anthony)
- The myth of innovation (Berkun)

## Further Reading

- The art of innovation (Kelley)
- Change the culture, change the game (Connors)
- The other side of innovation: solving the execution challenge (Govindarajan)
- Taking people with you: the only way to make BIG things happen (Novak)
- In pursuit of elegance (May)

## Further Reading

- Enchantment: The art of changing hearts, minds and actions (Kawasaki)
- Marketing Myopia (Levitt), Harvard Business Review, 1960
- Think like a startup (Mathews), <http://goo.gl/uQ1eE>
- Fresh copy: how Ursula Burns Reinvented Xerox: <http://goo.gl/ZFZ1m>





# Contact me

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  - Twitter: @hbraum
  - <http://about.me/hbraum>