

Reality 2.0:

Transforming Ourselves, Our Associations and Our Enterprises



SLA Michigan, Oct. 9 2008
Stephen Abram, MLS, FSLA
President 2008, SLA
Vice President,
Innovation, SirsiDynix
Chief Strategist,
SirsiDynix Institute

Slides

- These PPT slides will be at my blog 'Stephen's Lighthouse'

<http://stephenslighthouse.sirsidynix.com>



Let's Look At the Supposed Limits to the Future



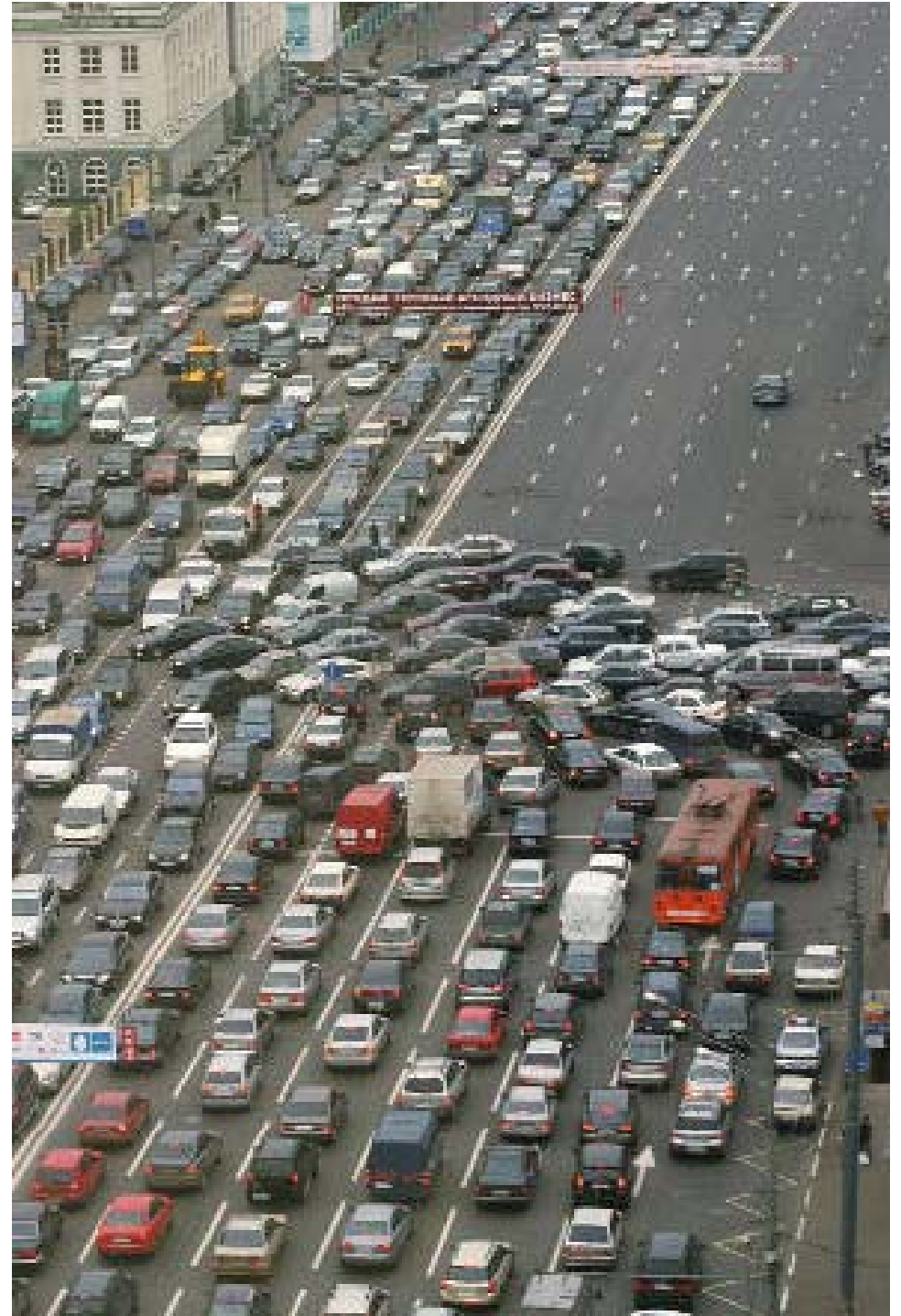
Happily, There Are None.



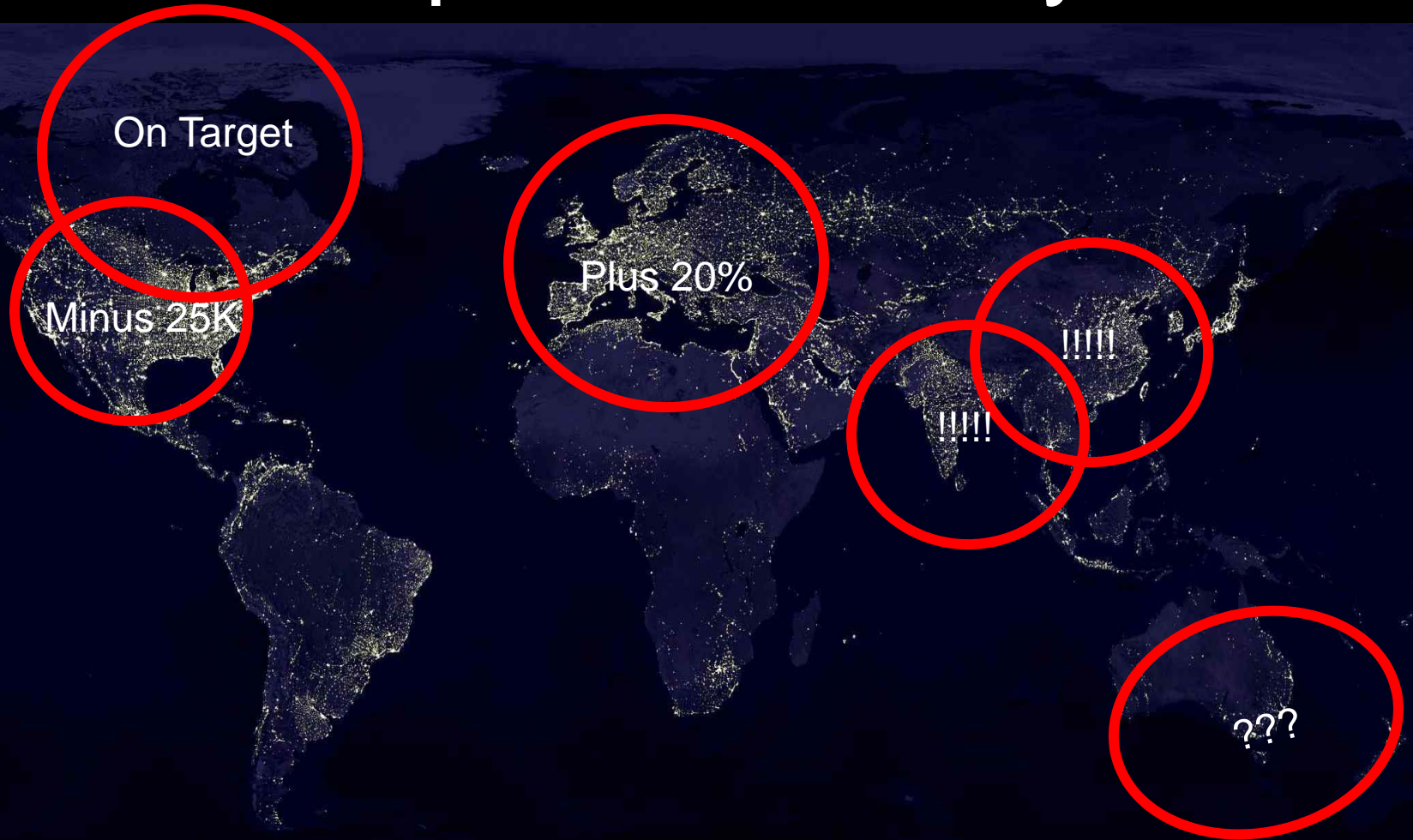
SLA Needs to be Ahead of the Curve



- **You can't wait for everyone to change at once.**



SLA Expands Globally



Global Change (China, India, EMEA)

SUCCESS

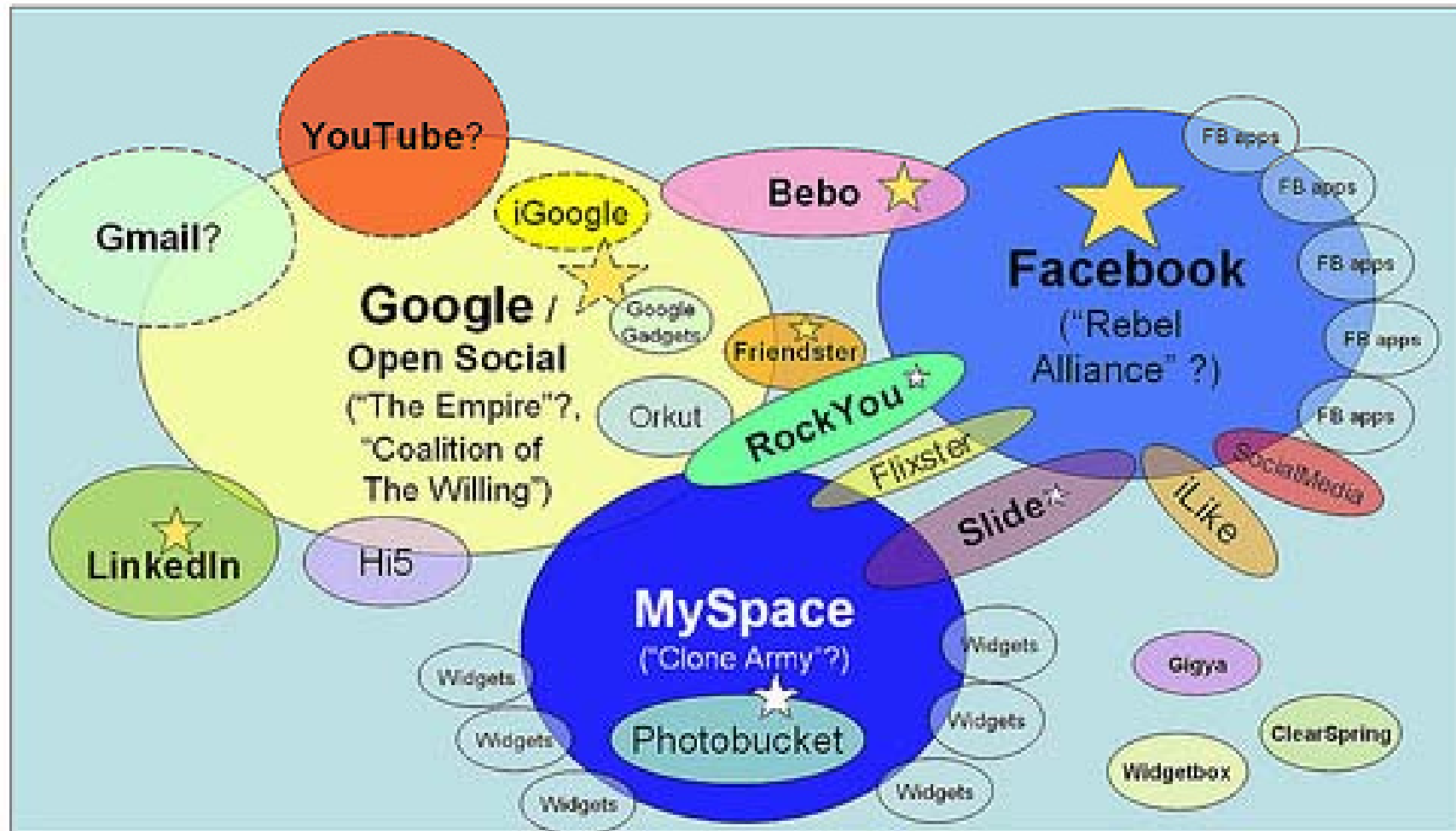




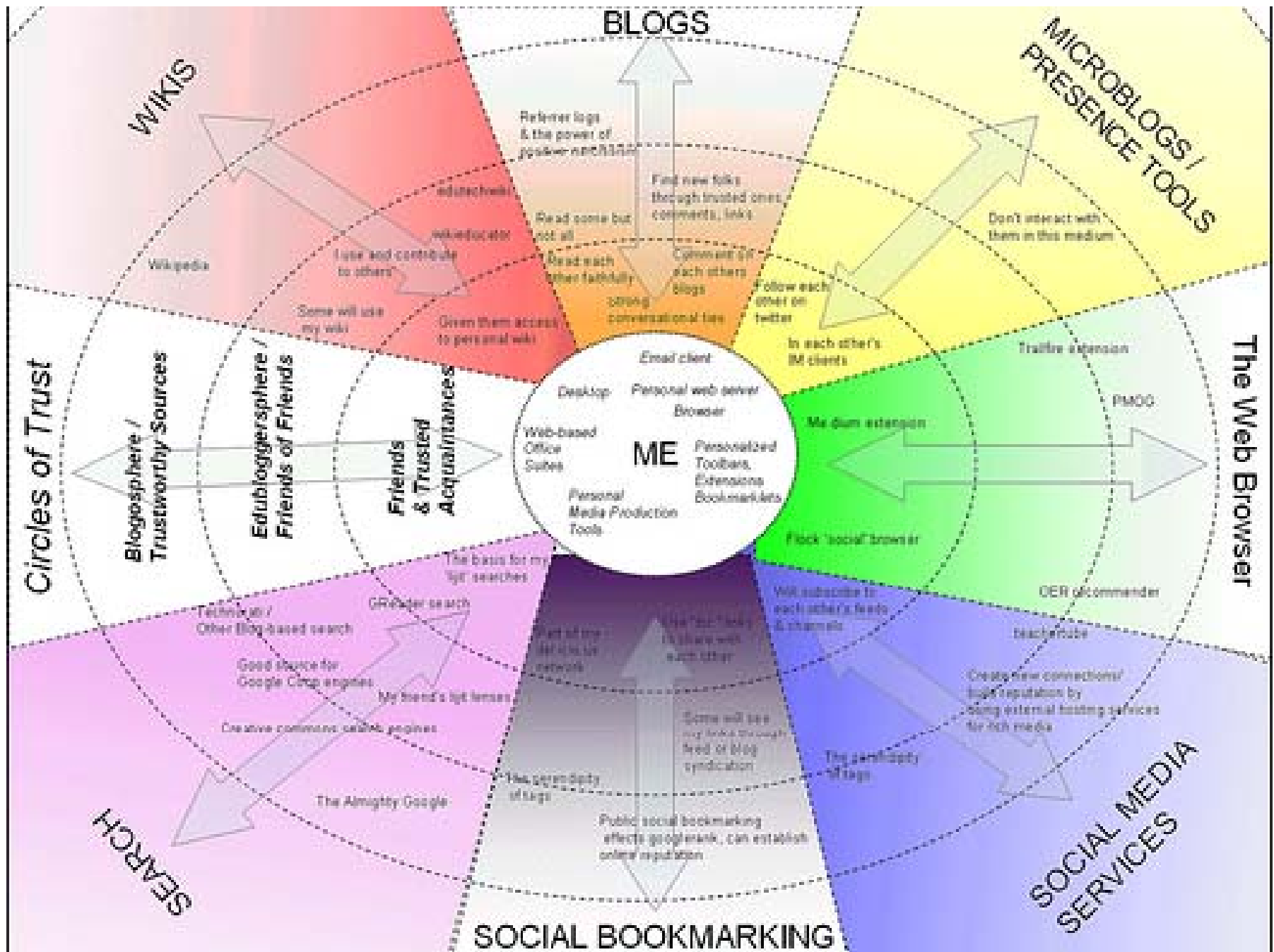
Be a Lab Rat!



Social Graph Platform Wars



- ★ = announced Platform / API
- ☆ = unannounced Platform / API



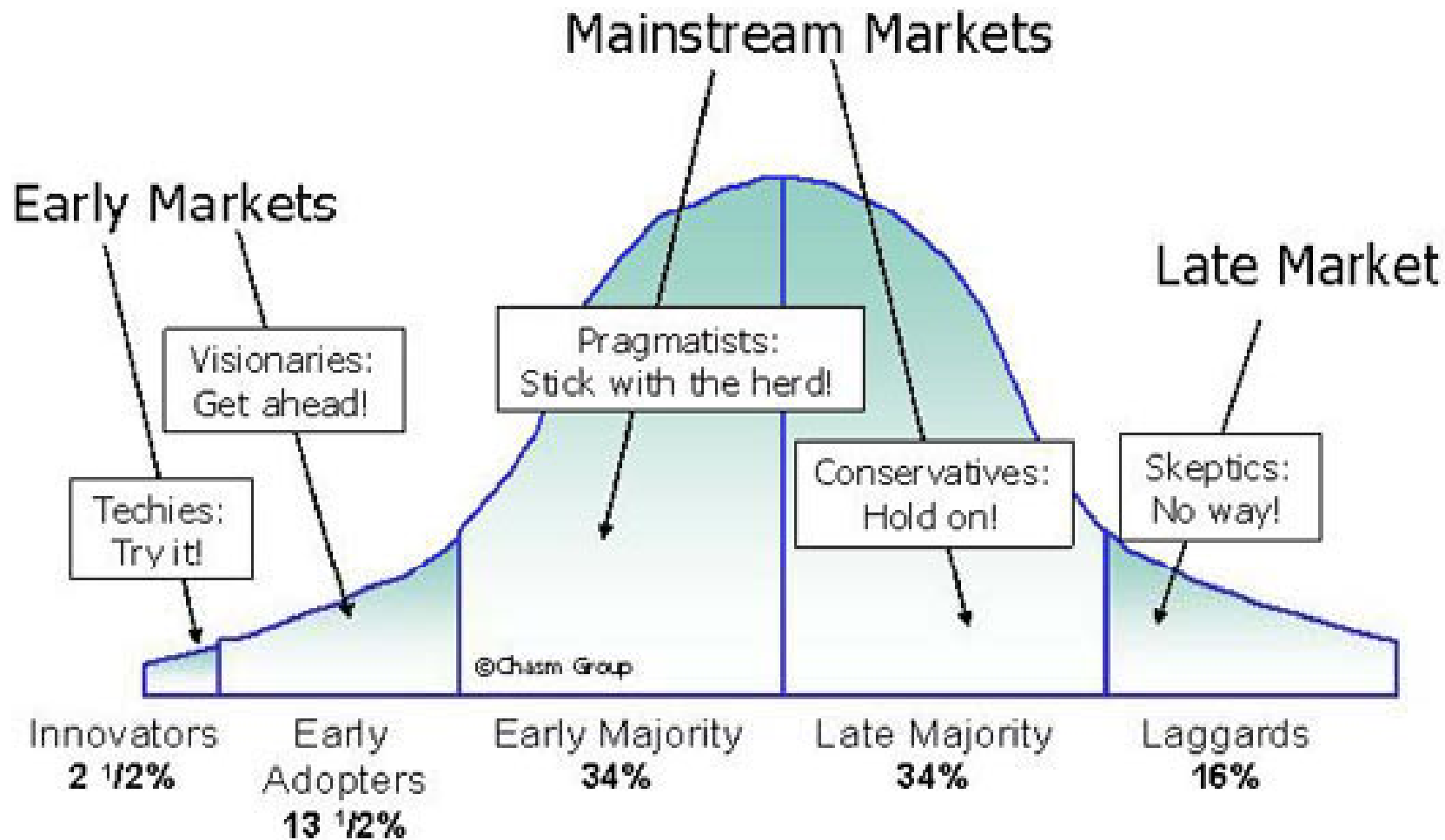
<http://www.flickr.com/photos/nessman/2590572476/>



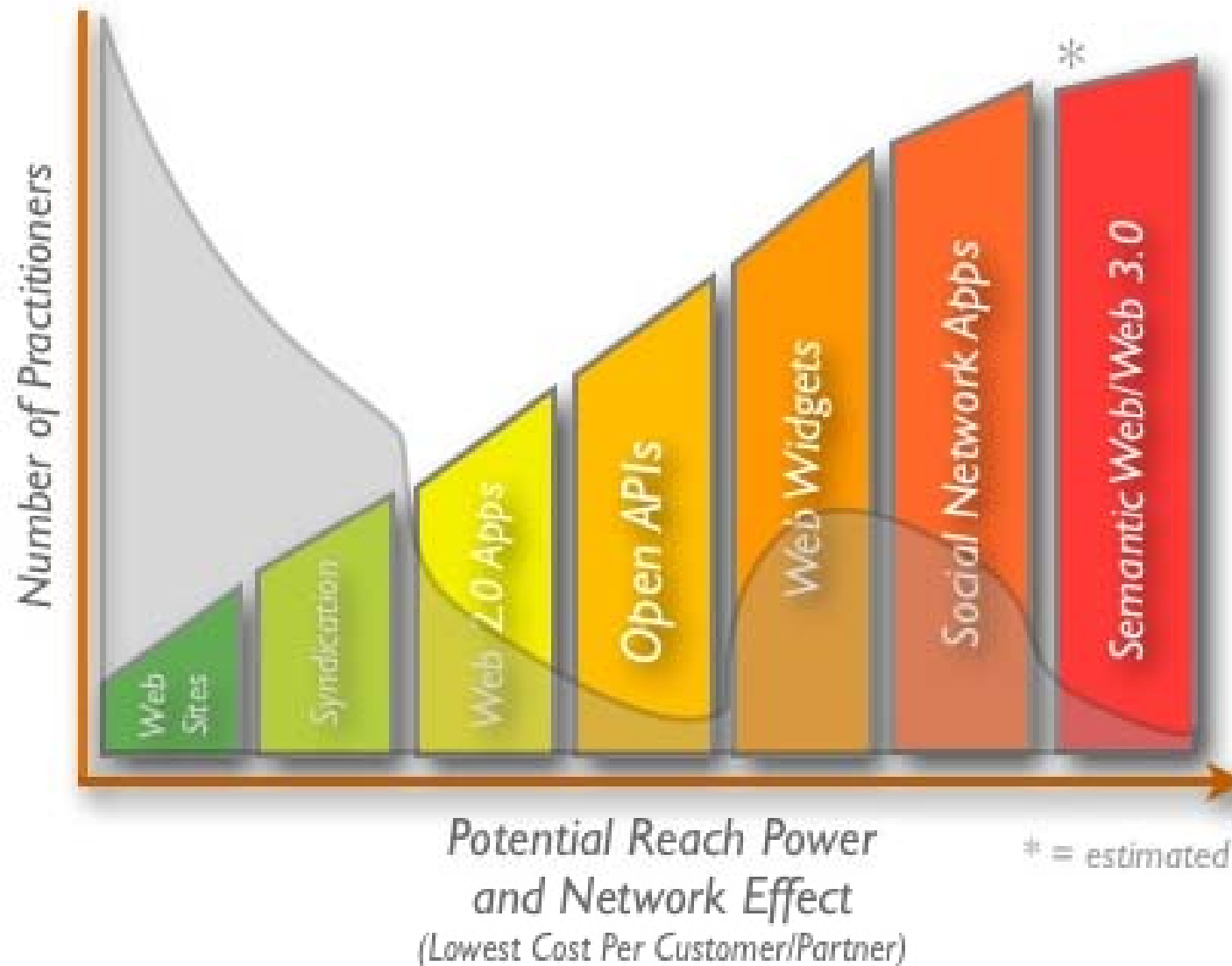
<http://www.flickr.com/photos/briansolis/2735401175/>

Technology Adoption Life Cycle

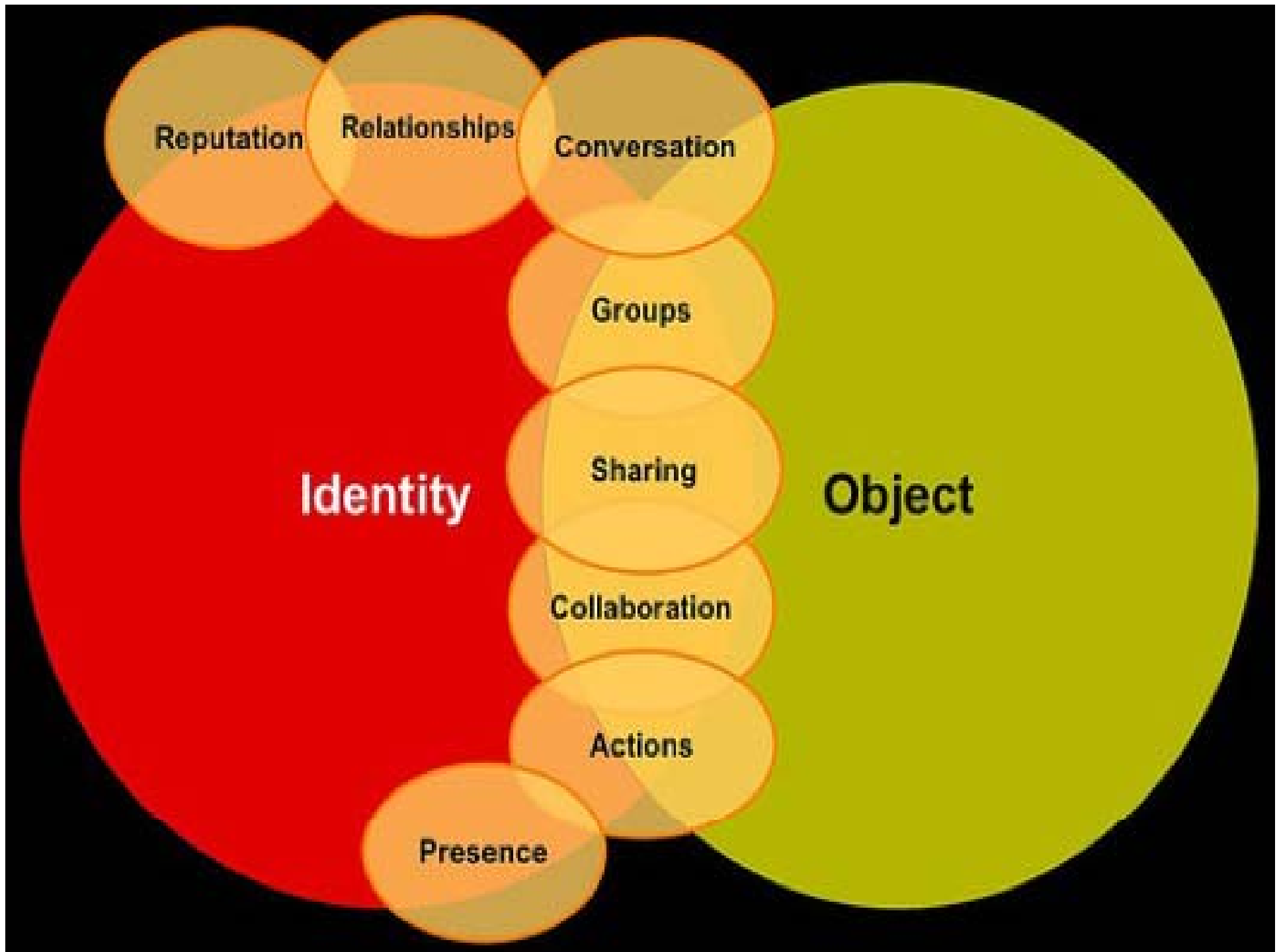
Groups are distinguished from each other based on their characteristic response to discontinuous innovations created by new technology



The new Web 2.0 era distribution models remain largely untapped



Source: Dion Hinchcliffe. 2008. Hinchcliffe & Company. <http://hinchcliffeandco.com>



Be Where Your Users Are



plaxo

Ning

LinkedIn



knol™
A unit of knowledge.
BETA



MySpace Developer Platform
a place for developers™



opensocial

Get Good at The Cloud



The Sharing Economy



Wall Street Journal

- Multiple Placements
- Dow Jones partnership

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information and
decisions.

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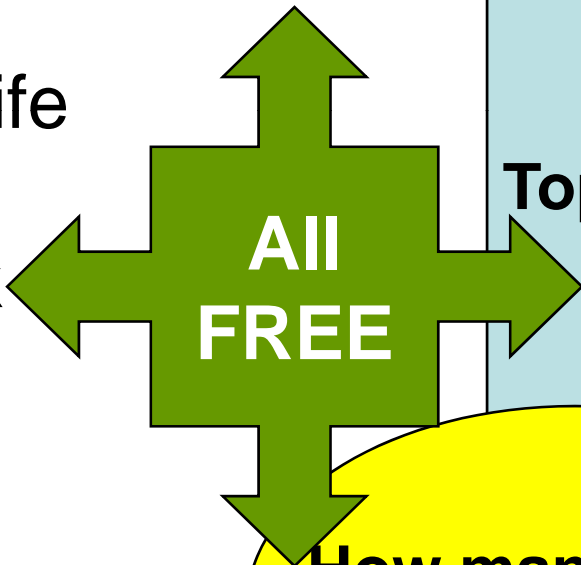
To learn more about the services we can provide for your business, visit us at www.dj.com or call 1-800-393-6343. We'll be glad to help you make better business decisions.

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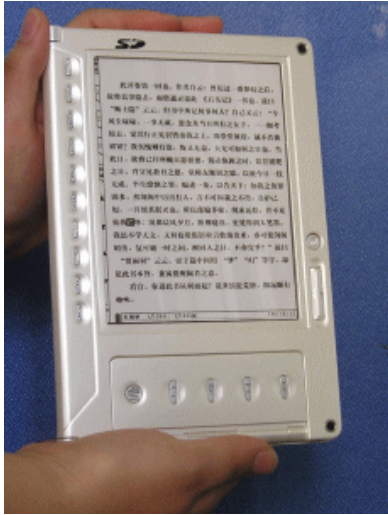
2.0 Influencers

1. YouTube
2. Second Life
3. MySpace
4. Facebook
5. Wikipedia
6. Ning
7. Twitter
8. Mozes
9. NowPublic
10. MyBlogLog

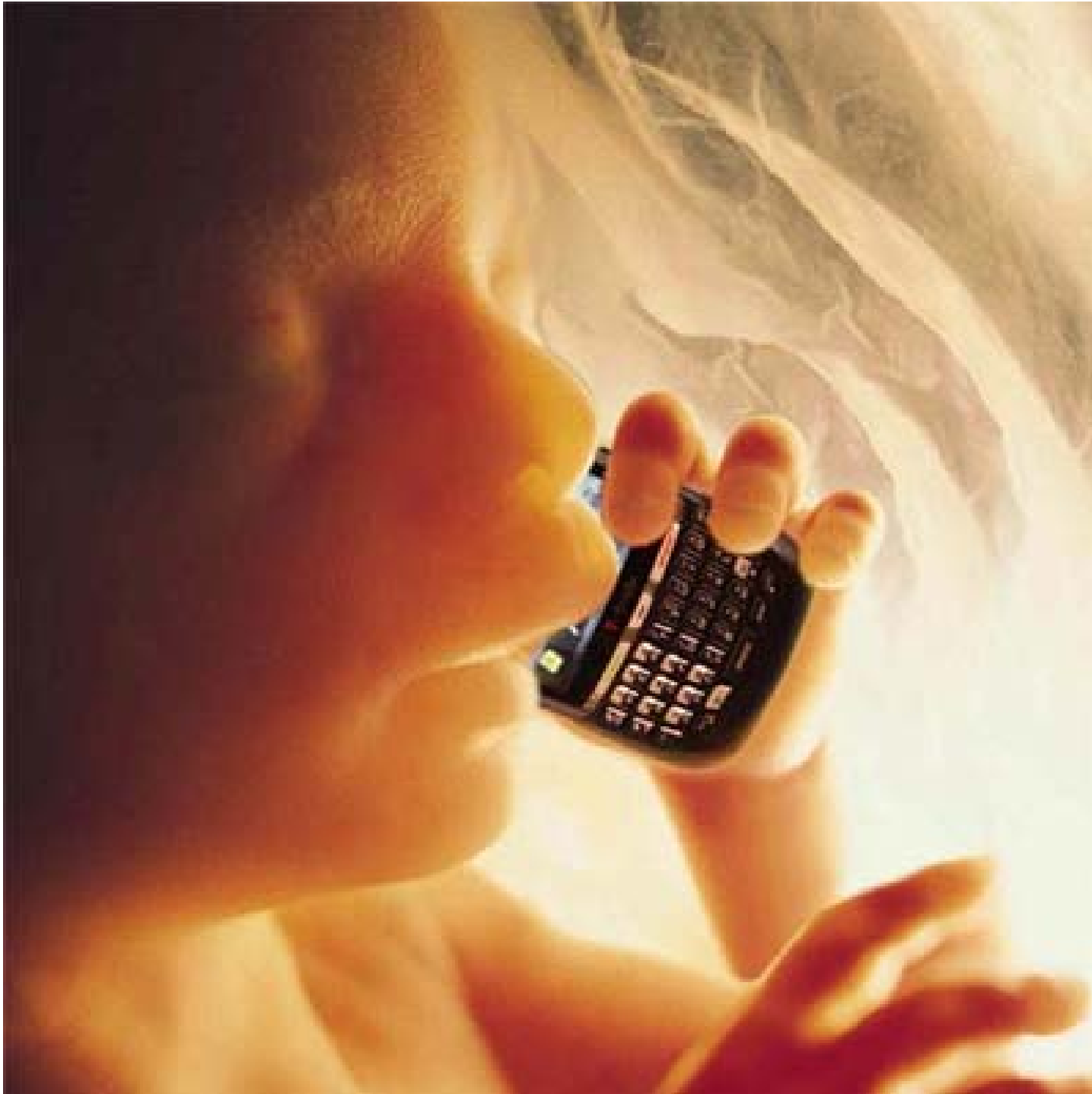


**Top 10 Most Influential
web tools for the
2008 US elections**

**How many are we
already using?**



**Device
Agnostic &
DRM Wars**



A Mainly Mobile Focus

Science Info on the Go:

Enhancing Traditional Sci-Tech Library Services w/ Mobile Devices

- Joe Murphy - Yale Science Libraries - joseph.murphy@yale.edu

Mobile devices help libraries meet the evolving information needs of the sci-tech community by expanding traditional services and exploring new opportunities.

Enhancing / Expanding Services

Mobile Reference = Answers on the go

Mobile librarians to meet the diffuse information needs of our specialized clientele.

Email
Instant Messaging
Phone
In person and outreach



Considerations

- Choosing a technology
- Identifying New Workflows
- Establishing Management Models: Staffing, Training
- Exploring Best Practices for a Quality Service (shifting communication styles and user expectations)

New Opportunities

Text Messaging Reference

- Answers from anywhere by SMS
- Expert assistance at point of need

Social Networking

Mobile devices facilitate library 2.0 and social networking initiatives.

twitter

flickr

facebook

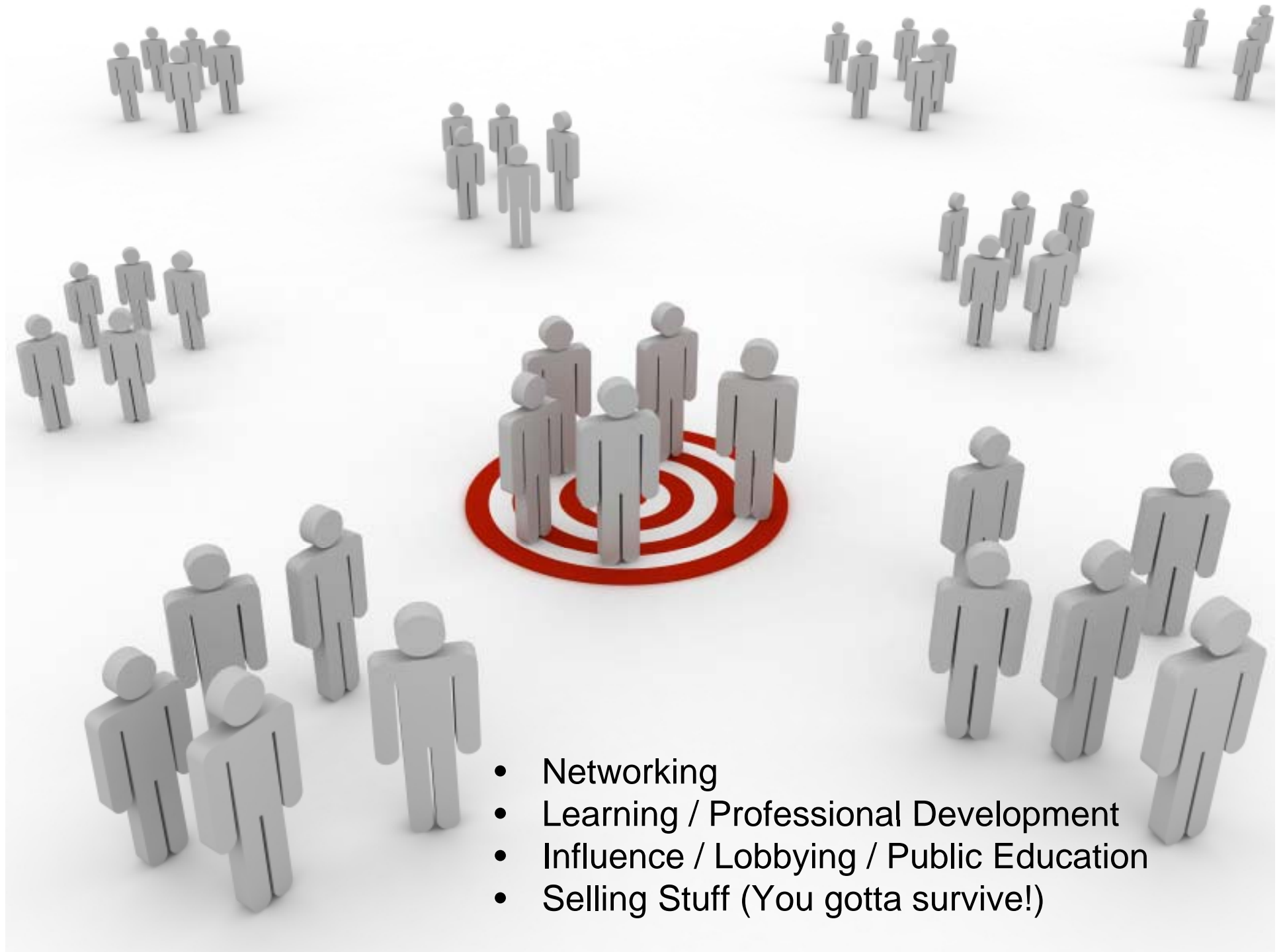


PAST

FUTURE



Our Careers Have Seasons



- Networking
- Learning / Professional Development
- Influence / Lobbying / Public Education
- Selling Stuff (You gotta survive!)



Association Expectations 2.0

- Connect me – to information, to other members, to influencers, to staff
- Deliver an ecology where I can learn
- Deliver an experience that engages
- Let my voice be heard
- Be there virtually and physically

ng the Tradition

Growth
nial
nment

Yay,

creditation
learning

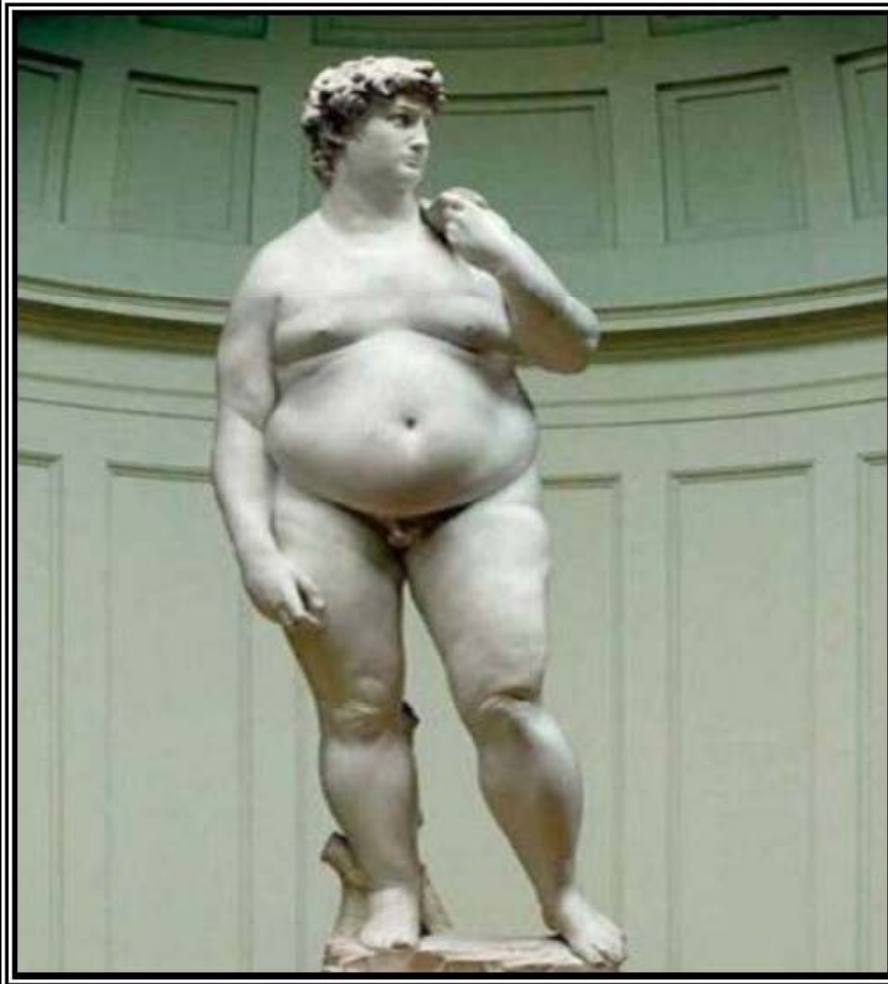
erships, e.g.
nfoToday,



Traditional Value



- Units – chapter, divisions, caucuses
- Leadership opportunities
- Professional development
- Publications
- Discussion Lists
- Influence, educating influencers



METABOLISM

The slower it gets,
the faster it catches up with you.



Studying the Future

- The Strategic Alignment Project
 - Study influencers
 - Study Us
 - Technology Forecast
- The March 2008 Board Long Term Strategy Retreat

Your Website

The screenshot displays the SLA website homepage. At the top left is the SLA logo with the tagline "Connecting People and Information". To the right is an advertisement for Daniela Barbosa, Dow Jones Client Solutions, featuring the Dow Jones logo. Below the logo is a search bar and a navigation menu with links for "Advanced Search Options", "UserID", "Password", "Login", "QuickLinks", "Not a member? Join SLA", "Forgot Your Password?", and "Remember". A horizontal navigation bar contains links for "Inside SLA", "Membership", "Events & Conferences", "SLA Community", "Professional Development", "Resources", "Careers", and "Publications".

Welcome to SLA!
Through innovative learning, successful networking, and effective advocacy, SLA is a connective force for our profession.
Click here to join now!

2008 SLA Leadership Summit
Join hundreds of leaders of SLA, its chapters, divisions, sections, caucuses and committees as they prepare for the year ahead and begin planning for the Centennial Year. **Register today.**
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Upcoming Events

- Nominate 2009 BOD
- 2008 Leadership Summit
- Events Calendar
- What's New at Click U
- Course of the Month
- 2007 Research Grant

Membership 101

- NEW - Update Your Information
- Connect with Units
- Change/Add a Unit
- Info Pro... What's that?

Useful Resources

- 2007 SLA Annual Salary Survey now available!
- 2008 Member Volunteer Opportunities
- SLA Feed Reader
- Membership Directory
- New SLA Wiki

SLA NEWS

- New Certificate in Copyright Management Offered by SLA's Click University®
- SLA Announces Survey Results Showing Salary Increases

Career Center

- Job Seekers
- Search Jobs
- Post Resume
- Virtual Advisors
- Latest Opportunities
- Architecture and Instruction

CLICK U Live!
Web-based seminars for SLA members.
[CLICK UNIVERSITY](#)

Researching Patent and Trademark Information: Part 2, Trademark Information
January 23, 2008
2:00 pm - 3:30pm

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Now Available](#)



New To Click U: 2008

2008 Click U Live! Event Calendar Now Available

Get a head start on planning your professional development and learning opportunities in 2008 by reviewing the Click U Live! 2008 event calendar. [learn more...](#)

CI Certificates Program Graduation

SLA hosted the final course of the 2007 CI Certificates Program in November and held a graduation ceremony for the first class of SLA members to complete a full certificate in Competitive Intelligence from Click U. Congratulations to all of our graduates! [learn more...](#)

Knowledge Management Certificates Program

CLICK University

- CI Certificates Program Graduation
 - Knowledge Management Certificates Program
 - Certificate in Copyright Management
 - Certificate in Competitive Intelligence
 - Career Center
 - Gary Price's Research Tool Box
 - Annual Conference Delivered!
 - Professional Improvement Libraries: A La Carte Pricing
 - Course of the Month Course of the Month
 - Leadership & Management Library (Almost 1,000 books)
 - 25% Student Member Discount
 - University of Toronto: Professional Learning Centre
 - IACET Recognition
- 

Leadership & Management Library

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an SLA experience

Leadership and Management

SLA
Connecting People and Information

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Search results: 988 documents | Sort results by: [Score](#) | [Title](#) | [Contributor](#) | [Date](#)

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 Next>>

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information

Search

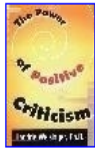
[Improve search results with Search Tips...](#)

English | Go

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Result 1 | Score: 38%


 [Power of Positive Criticism](#)

BOOK - 200 Pages

[View](#)

Contributor: [Weisinger, Hendrie](#)
Publisher: [AMACOM](#)
Date: 2007
Dewey: 158.2
LC Call Number: BF637.C74.W45 2000eb
ISBN: 0-8144-0483-9
Subjects: [Criticism, Personal.](#)
[Psychology, Industrial.](#)

Result 2 | Score: 38%


 [How to Write a Business Plan \(8th Edition\)](#)

BOOK - 295 Pages

[View](#)

Contributor: [McKeever, Mike](#)
Publisher: [Nolo](#)
Date: 2007
Dewey: 658.15/224
LC Call Number: HD30.28.M3839 2007eb
ISBN: 97-1-41-330582-3
Subjects: [Business planning.](#)
[New business enterprises -- Planning.](#)
[New business enterprises -- Finance.](#)
[Small business -- Finance.](#)

Result 3 | Score: 38%

 [Annual Review of Development Effectiveness 2006 : Getting Results](#)

BOOK - 120 Pages

[View](#)

Contributor: [Huppi, Monika](#)
Publisher: [World Bank, The](#)
Date: 2006
LC Call Number: HG3881.5.W57.G48 2006eb
ISBN: 97-0-8213-8908-7
Subjects: [World Bank.](#)
[Banks and banking.](#)
[Organizational effectiveness.](#)

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The Game-Changer

How You Can Drive Revenue and Profit Growth with Innovation

By A.G. Lafley and Ram Charan

Published by Crown Business, 2008
ISBN 9780307361736

Introduction

Winning is pretty much the same in today's business world as it has been for decades: create new customers, new products and new services that drive revenue growth and profits. What's different is how to do it.

The best way to win in today's world is through innovation. But innovation has often been left to technical experts or perceived as serendipity or luck. Lone geniuses working on their own have indeed created new industries or revolutionized existing ones. But there's a problem: you can't wait for the light bulb to go off in someone's head. The fruits of innovation — sustained and ever-improving organic revenue growth and profits — have to be integral to the way you run your business. That means making innovation central to the goals, strategies, structure, systems, culture, leadership and motivating purpose and values of your business.

It's why A. G. Lafley, CEO of Procter & Gamble, says his job is focused on integrating innovation into everything the company does. When he took the helm in June 2000, P&Gers were embarrassed by recent results. They wanted to turn things around and focused on a few simple but powerful things:

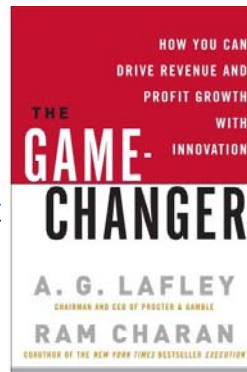
- *They put innovation at the center of everything they do.* At P&G, the consumer, not the CEO, is the boss. Regardless of the original source of innovation — an idea, a technology, a social trend —

the consumer must be at the center of the innovation process from beginning to end. The company spends much more time now with consumers — in stores, in their homes and in consumer testing areas of all kinds — to watch them use products, to listen to them and to learn what they want.

- *They opened up.* Long known for a preference to do everything in-house, P&G began to seek out innovation from any and all sources, inside and outside the company. Innovation is all about connections, so the company involves everyone it can: P&Gers past and present, consumers and customers, suppliers, a wide variety of partners in the "Connect and Develop" program that seeks innovation outside P&G walls, and even competitors.

The more connections, the more ideas; the more ideas, the more solutions. And because what gets measured gets managed, Lafley established a goal that half of new product and technology innovations would come from outside P&G. They company is already beyond that figure, compared to 15% in 2000.

- *They made sustainable organic growth the priority.* Innovation enables expansion into new categories, allows P&G to reframe businesses considered mature and to transform them into platforms for profitable growth, and creates bridges into adjacent segments. So the company changed



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Zenobia: The Curious Book of Business

A Tale of Triumph Over Yes-Men, Cynics, Hedgers, and Other Corporate Killjoys

By Matthew Emmens and Beth Kephart

Published by Berrett-Koehler, 2005
ISBN 9781576754788

Introduction

Zenobia is a mythical place, a once-powerful business giant that has become a victim of its own incredible success. That success has been eroded by employee rivalry, a feeling of powerlessness within its lower and middle management levels, territorialism, miscommunication and a total lack of corporate vision.

Enter Moira, a young, enthusiastic job-seeker who has not yet been tainted by success and power. This story tells of her rather Dr. Seuss-like adventure as she arrives at Zenobia in search of a job. She'll have to rely on creativity, imagination and teamwork, as well as taking great personal risk, just to make her way to Room 133A where her job interview is to take place.

For Moira — unlike everyone else already employed there — Zenobia represents an opportunity for corporate adventure, a place where imagination and ingenuity can open the most extraordinary doors. While Zenobia struggles under the weight of its current employees' indifference, it simultaneously offers incredible opportunities for someone who's willing to take risks, who thrives on exploring new paths and who sees the endless possibility in the environment and people around her.

For Moira, the key to success lies in the undy-

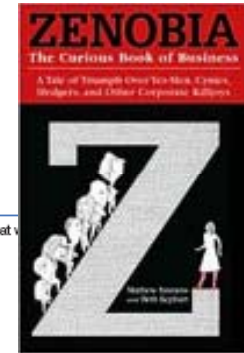
ing belief that those who succeed aren't afraid to fall along the way. For those who are willing to take risks in order to find success, failure is simply an opportunity to grow and learn. Without failure, success can be very short-lived.

Conceive a Plan and Prepare for Ridicule

As she enters Zenobia, Moira is determined to see beyond the despair of what simply "is," toward the possibilities of what "could be." She meets a variety of very unhelpful characters — Zenobian employees — along the way, all of whom represent barriers to her finding her way through the corporate "jungle." But her ease in dealing with the unknown will be one of the key factors to her success as she winds her way through the labyrinth of Zenobia.

Once a productive, powerful organization, Zenobia has crumbled under the weight of its own success. At the height of that success, rather than creating self-sustaining business plans, Zenobians had begun to obsess over their own personal legacies, defending their turf with fierce determination, but with little regard for the long-term welfare of the organization.

Individual successes and personalities, in-



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The 2007 SLA Salary Survey & Workplace Study is now available.

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Membership in SLA means access to cutting-edge products, services, and programs designed specifically for you--the information professional. Information that adapts as fast as your environment, SLA sets the standard.



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The SLA Innovation Laboratory

a place to explore

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Experiment!

SLA is committed to fulfilling its members' needs, and these are increasingly represented in technological training and self-learning activities. The Innovation Laboratory is populated with SLA-licensed software and open-source applications. The selection of tools we offer will be evolve with your input and as budgets allow.

In addition, to software applications, SLA will be offering, free technology training courses to members. Including such topics as:

- Setup and use of a wiki
- Setup and use of a blog
- Using Adobe for client communication
- Understanding social networking
- Web development with Dreamweaver
- Creating podcasts

Visit the Innovation Lab when you are able. Experiment with and learn about the new technologies and then to share your learning with other members in the collegial, and wonderful fashion that SLA is known for.

The SLA Innovation Laboratory Application Suite

Why just read about the latest information tools? Just jump in and try out the robust selection of XX fee and free application tools that we've selected for you.

Twitter Away at SLA 2008

For the first time at conference, we'll use Twitter to make the conference experience more collaborative. Join fellow Lab Rats and make the conference more of a "we" event.

Technology Links

We've scoured the web and gathered a collection of sweet applications for you to "play" with. Dive deep, and let the rest of us know about the gems you come up with.

23 Things

This is a a step by step, week-by-week paced learning strategy for information professionals to learn 23 new information tools.

Second Life

SLA has set up an Island on Second Life. Now's your chance to find out what the fuss is all about.

SLA Innovation Wiki

This component of the Innovation Lab allows you to share your learnings and creations. As you do we'll be building a virtual library of members' lab innovations for your SLA colleagues to learn from. And you can explore the projects other members have built.



SLA has a long tradition in successful education in Innovation Laboratory differs from continuous learning something members you do for yourself, independent to discover, play, and learn, we have the framework learning strategies for you to invest the time and

SLA Initiatives – Seattle Twitter

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Twitter

The Lab Rat loves twitters (and tweets)

For the first time at conference, we'll use Twitter to make the conference experience more collaborative. Join fellow Lab Rats in making the conference more of a "we" event.



Why should you use Twitter and sign up for **sla2008**? You can use it for note-taking during sessions, meetings and presentations. If you'd like you can, immediately, share gems of what you have learned with other conference participants or colleagues back home. Or you could use it as a "parking lot" for ideas as they occur to you. The best reason to use Twitter is to connect with colleagues at conference and even to direct people to your blog/website for more information.

By following the **sla2008** feed, you will have the opportunity to participate in SLA2008. Feel free use Twitter to ask questions, even if you're not at the conference!

Setting up a Twitter account



SLA Lab Rat, Daniel Lee, demonstrates the use of Twitter to get you started.




SLA Initiatives – 23 Things

Dashboard > 23 Things > Welcome to 23 Things! Search

Open SLA Homepa

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23 Things

Welcome to 23 Things!

View | **Edit** | **Attachments (0)** | **Info** [Browse Space](#) | [Add Page](#) | [Add News](#)


Added by [Karen Huffman](#), last edited by [Karen Huffman](#) on Jun 03, 2008 ([view change](#))

Labels: [social networks](#), [collaboration](#), [committee](#), [minutes](#), [project plan](#), [brainstorming](#), [23things](#) [EDIT](#)  

Our 23 Things

- [Week 1 Introduction - Learn to learn this way](#)
- [Week 2 Blogging](#)
- [Week 3 Tagging, Folksonomies & Technorati](#)
- [Week 4 Photos & Images](#)
- [Week 5 RSS & Newsreaders](#)
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23 Things Blog


 **Thursday, May 22, 2008**

Welcome to 23 Things

Last changed May 29, 2008 19:42 by [susan fifer canby](#)

Labels: [registration](#), [about](#)

The new Web 2.0 tools are coming at us fast and furiously and we all mean to learn them and use them personally as well as to help our clients with them. As you probably learned at SLA this June, NOW is that time. Let's take this challenge together over the summer -- so we can all help each other. **23 Things** is a step by step, week-by-week strategy that is paced so that we can all incorporate this learning and start applying it. We even have a strategy for those of you who either know some of the tools or only want to learn some within the 23. To learn more and join us in this journey, that will be done by September 15, 2008, to be eligible for a prize and certificate, please click [here to register](#).


Posted at 22 May @ 8:55 AM by  [susan fifer canby](#) | [0 comments](#) | [Edit](#)

Special Thanks

- Special thanks to Stephen Abram for the inspiration and encouragement to collaborate on learning.
- See also [SLA's Innovation Lab](#)

Keeping Track: Participant's Blogs

Tag your blog on Del.icio.us. After creating an account, bookmark your blog, adding SLA23Things as a tag.

[del.icio.us/tag/sla23things](#) (rss_1.0) 

[Welcome to 23 Things! - 23 Things - SLA's](#)

SLA Initiatives – Second Life

SLA in Second Life

Sharing learnings and initiatives around SLA in Second Life.

May 27, 2008

Our space in SL is slowly taking shape



Above is a photo of our space in Second Life (SL) as it currently exists. We secured the space in February and have been slow to build on it. Our hope is to make our land (4,096 sq. meters or 44,089 sq. ft.) a space that contains a welcome area, an exhibit area and a sandbox (a place where people can experiment with building things).

Although building structures in SL takes less time

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Search results: 988 documents

Result 1 Score: 39%

Power of Positive Criticism

BOOK - 200 Pages

View

Contributor: [www.op.tul](#)

Publisher: [www.op.tul](#)

Date: 2007

Dewey: 158.9

LC Call Number: BF837

ISBN: 0-8144-0483-3

Subjects: [Criticism, Personal](#), [Psychology, Industrial](#)

Result 2 Score: 38%

How to Write a Business Plan (8th Edition)

BOOK - 295 Pages

View

Contributor: [McKeever, Mike](#)

Publisher: [Nolo](#)

Date: 2007

Dewey: 658.15/224

LC Call Number: HD30.28.M3839 2007eb

ISBN: 97-1-41-330562-3

Subjects: [Business planning](#), [New business enterprises -- Planning](#), [New business enterprises -- Finance](#), [Small business -- Finance](#)

Result 3 Score: 39%

Annual Review of Development Effectiveness 2006 : Getting Results

BOOK - 120 Pages

View

Contributor: [Huppi, Monika](#)

Publisher: [World Bank, The](#)

Date: 2006

LC Call Number: HG3881.5.W57.G48 2006eb

ISBN: 97-0-8213-8908-7

Subjects: [World Bank](#), [Banks and banking](#), [Organizational effectiveness](#)

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The Game-Changer

How You Can Drive Revenue and Profit Growth with Innovation

By A.G. Lafley and Ram Charan

Published by Crown Business, 2008
ISBN 9780307361736

Introduction

Winning is pretty much the same in today's business world as it has been for decades: create new customers, new products and new services that drive revenue growth and profits. What's different is how to do it.

The best way to win in today's world is through innovation. But innovation has often been left to technical experts or perceived as serendipity or luck. Lone geniuses working on their own have indeed created new industries or revolutionized existing ones. But there's a problem: you can't wait for the light bulb to go off in someone's head. The fruits of innovation — sustained and ever-improving organic revenue growth and profits — have to be integral to the way you run your business. That means making innovation central to the goals, strategies, structure, systems, culture, leadership and motivating purpose and values of your business.

It's why A. G. Lafley, CEO of Procter & Gamble, says his job is focused on integrating innovation into everything the company does. When he took the helm in June 2000, P&Gers were embarrassed by recent results. They wanted to turn things around and focused on a few simple but powerful things:

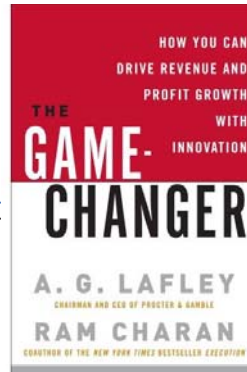
- *They put innovation at the center of everything they do.* At P&G, the consumer, not the CEO, is the boss. Regardless of the original source of innovation — an idea, a technology, a social trend —

the consumer must be at the center of the Innovation process from beginning to end. The company spends much more time now with consumers — in stores, in their homes and in consumer testing areas of all kinds — to watch them use products, to listen to them and to learn what they want.

- *They opened up.* Long known for a preference to do everything in-house, P&G began to seek out innovation from any and all sources, inside and outside the company. Innovation is all about connections, so the company involved everyone it can: P&Gers past and present, customers and suppliers, a wide variety of partners in the "Connect and Develop" program that seeks innovation outside P&G and even competitors.

The more connections, the more ideas and more solutions. And because what gets measured gets managed, Lafley established a goal that half of new product and technology innovations would come from outside P&G. The company is already beyond that figure, compared to 15% in 2000.

- *They made sustainable organic growth the priority.* Innovation enables expansion into new categories, allows P&G to reframe businesses considered mature and to transform them into platforms for profitable growth, and creates bridges into adjacent segments. So the company changed



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Zenobia: The Curious Book of Business

A Tale of Triumph Over Yes-Men, Cynics, Hedgers, and Other Corporate Killjoys

By Matthew Emmens and Beth Kephart

Published by Berrett-Koehler, 2005
ISBN 9781576754788

Introduction

...once, a once-powerful business... of its own... been eroded... businesses... ter... of

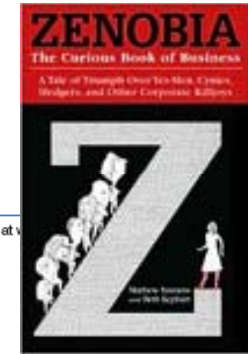
Conceive a Plan and Prepare for Ridicule

As she enters Zenobia, Motra is determined to see beyond the despair of what simply "is," toward the possibilities of what "could be." She meets a variety of very unhelpful characters — Zenobian employees — along the way, all of whom represent barriers to her finding her way through the corporate "jungle." But her ease in dealing with the unknown will be one of the key factors to her success as she winds her way through the labyrinth of Zenobia.

Once a productive, powerful organization, Zenobia has crumbled under the weight of its own success. At the height of that success, rather than creating self-sustaining business plans, Zenobians had begun to obsess over their own personal legacies, defending their turf with fierce determination, but with little regard for the long-term welfare of the organization.

Individual successes and personalities, in-

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SLA Initiatives – Unit Software

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Unit Blog Guide

SLA Blogs

SLA operates several Web logs, or blogs, where members can catch up on topical information and leave comments. A list of the open blogs is below:

SLA & SLA Unit Blogs
SLA Blog
INFO X - The CEO's Blog
Solos Helping Solos Blog
Impact: Leadership & Management Division Blog
Information Technology Division
IT Blogging Section
Government Information Division
Kentucky Chapter
Bio Med Division/Systems Thinking Perspective
Pharmaceutical & Health Technology Division/Position Profiles
IPANDA Net
Chapter Modeling Task Force
Remembering Frank Spaulding
SLA 2006 Conference Blog
SLA 2005 Conference Blog

SLA invites units to create their own blogs on SLA's service through

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Action Alerts
[Save the Date: Sunshine Week, 19 March 2008](#)
[\\$1 Million Allocated to Restore EPA Libraries](#)
[Save the Date: National Library Legislative Day, 12- Recent SLA Initiatives](#)

CAREERS
BLOGS

SLA Initiatives – NewsGator



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Home > Resources > News Connections

News Connections

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Welcome to **News Connections**, the latest of the SLA Connections series of resources published to keep SLA members abreast of the latest industry and association news.

[SLA Feed Reader](#)

SLA News Connections now includes access to open Web content driven by [NewsGator's](#) reader, delivering RSS feeds to the desktops of SLA members.

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Connect to web sites for news and other items of interest.

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If you have ideas for additional topics, please let us know at resources@sla.org.

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Innovation for Units

- Discussion Lists
- Websites
- Blogs
- Social Networks
- Wikis
- Surveys
- Conferencing
- Community software



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 My Clippings (0)

 **My Feeds (15)**

 Stephen's Lighthouse (15)

* Organize the list by dragging and dropping.
* Rename or delete items by right-clicking.
* [Advanced feed and folder tools.](#)

Add Content

Categories

-  SLA
-  LIS
-  Copyright
-  Careers
-  Headlines
-  Technology
-  Advertising & Marketing
-  Biomedical & Life Sciences
-  Business & Finance
-  Chemistry
-  Competitive Intelligence
-  Education
-  Engineering
-  Environment & Resource Management
-  Food, Agriculture & Nutrition
-  Government Information
-  Information Technology
-  Insurance & Employee Benefits

It's Not Very Old

1/16/2008 9:23:39 PM

All these things we depend on are truly quite young.

This month marks the 25th anniversary of TCP/IP. It was co-invented by our SLA Seattle Conference keynote Vinton "Vin" Cerf.

So TCP/IP is about as old as a university grad just starting out today.

I put up my first website at the end of 1994 based on 1992 CERN stuff. It was awful. The Canadian government went on the web in 1995 about the same time as America Online started offering internet access.

So websites are about 14. Wow - all set for an exciting high school career.

It is joined by browsers that started out in about 1993.

Just getting to sophomore year.

Just recently we noticed that Google's domain name was 10 years old but the search service is only about nine.

So Google style searching is only in about grade five.

Last week, Wikipedia turned 7 or 8. So it is in Grade 4.

Blogs started in about 1998 but really blossomed in 2002.

So they're ten too and join Wikis in grade four homeroom.

MySpace is from 1999.

A sturdy 8 year old. Grade 2 is fun.

Delicious tagging started in 2003.

So it's four and entering junior kindergarten.

Factiva Alerts Help

Publications Web News

Compet. and Bus. Intell. [View All](#)

1. [In November last year, business publisher and advisory service Wolters Kluwer...](#) Computer Weekly, 8 January 2008, 812 words, English

Copyright [View All](#)

1. [Third-year law students take on recording industry \[Corrected 01/08/ 08\] ; Working in the legal aid clinic, the two challenge file-sharing ...](#) Portland Press Herald, 7 January 2008, 998 words, English
2. [SONY CHANGES ITS TUNE](#) The Independent, 9 January 2008, 1187 words, English
3. [Pause that VCR! You're likely breaking the law; Canada's proposed copyright revamp stumbles over practical consumer issues](#) Calgary Herald, 7 January 2008, 1005 words, English

KM, CM, RM, Info. Mgt. [View All](#)

1. [Catch-all solution: Used to its full potential, a school's management information system can show where resources are best used and drive improvement](#) The Guardian, 8 January 2008, 1186 words, English
2. [Microsoft goes for Google jugular with search buy](#) Datamonitor News and Comment, 09:54 GMT, 9 January 2008, 963 words, English
3. [Technology Guide: Knowledge sharing - Keep everyone in the know](#) Human Resources, 4 January 2008, 1508 words, English

Search Tools [View All](#)

1. [Yahoo Focuses on Personalized Web, Debuts Updated Mobile Platform](#) Warren's Washington Internet Daily, 8 January 2008, 2145 words, English
2. [ChaCha fast-steppin' into mobile searches](#) Indianapolis Star, 3 January 2008, 1014 words, English
3. [Are Browsers Dead? Mobile phone users historically haven't used the browsers on their handsets. Does that say more about user habits or the ...](#) Wireless Week, 1 January 2008, 1273 words, English

Security and Information [View All](#)

1. [Court battle looms over drug act on data mining](#) The Washington Times, 7 January 2008, 1048 words, English
2. [Sears, Where America Sues; A slew of privacy incidents proceed a slew of corresponding lawsuits.](#) eWEEK, 7 January 2008, 1520 words, English
3. [U.S. Companies With Operations In Europe Must Comply With Data Protection Laws](#) Mondaq Business Briefing, 3 January 2008, 1117 words, English

The Web and Technology [View All](#)

1. [How to Avoid the 10 Worst Internet Scams in 2008: Most experts agree that 2007 was a record year for Internet scams, and 2008 will be even ...](#) eWEEK, 8 January 2008.



SLA Goes Green 

Energizing



SLA

- Volunteer Project for Participation
- The Innovation Laboratory (Software, Wikis, Flickr, Blogs, social tool and more)
- Student Initiative
- Learning 2.0 – 23 Things in 15 Minutes a Day

- Seattle Conference Twitter
- Social Networking Pilots (Find me on Facebook and Ning)
- The Testimony Project
- Second Life for SLA Orientation



2.0 is about *play*

A Key Intervention



Expanding Minds, Empowering Individuals, Enriching the Community

Learning 2.0



23 Learning 2.0 Things

- *Week 1: Introduction* (official start after Seattle Conference)
- *Week 2: Blogging*
- *Week 3: Photos & Images*
- *Week 4: RSS & Newsreaders*
- *Week 5: Play Week*
- *Week 6: Tagging, Folksonomies & Technorati*
- *Week 7: Wikis*
- *Week 8: Online Applications & Tools*
- *Week 9: Podcasts, Video & Downloadable audio*

Learning 2.1

Technology Petting Zoos

Technology Scholars

5 Weeks to a Social Library

The Internet Can Change Your Life

SirsiDynix Institute, WebJunction,
OPAL, etc.

Build a Petting Zoo

- Real devices: iPods, MP3 players, video, smart phones, texters, etc.
- Special PC's: disability compliance, streaming media, IM groups, VR (both kinds)
- Gaming stations



Build a Sandbox



PLAN



It can't work without you

Your Ideas?

Innovate in 2008



Collegiality

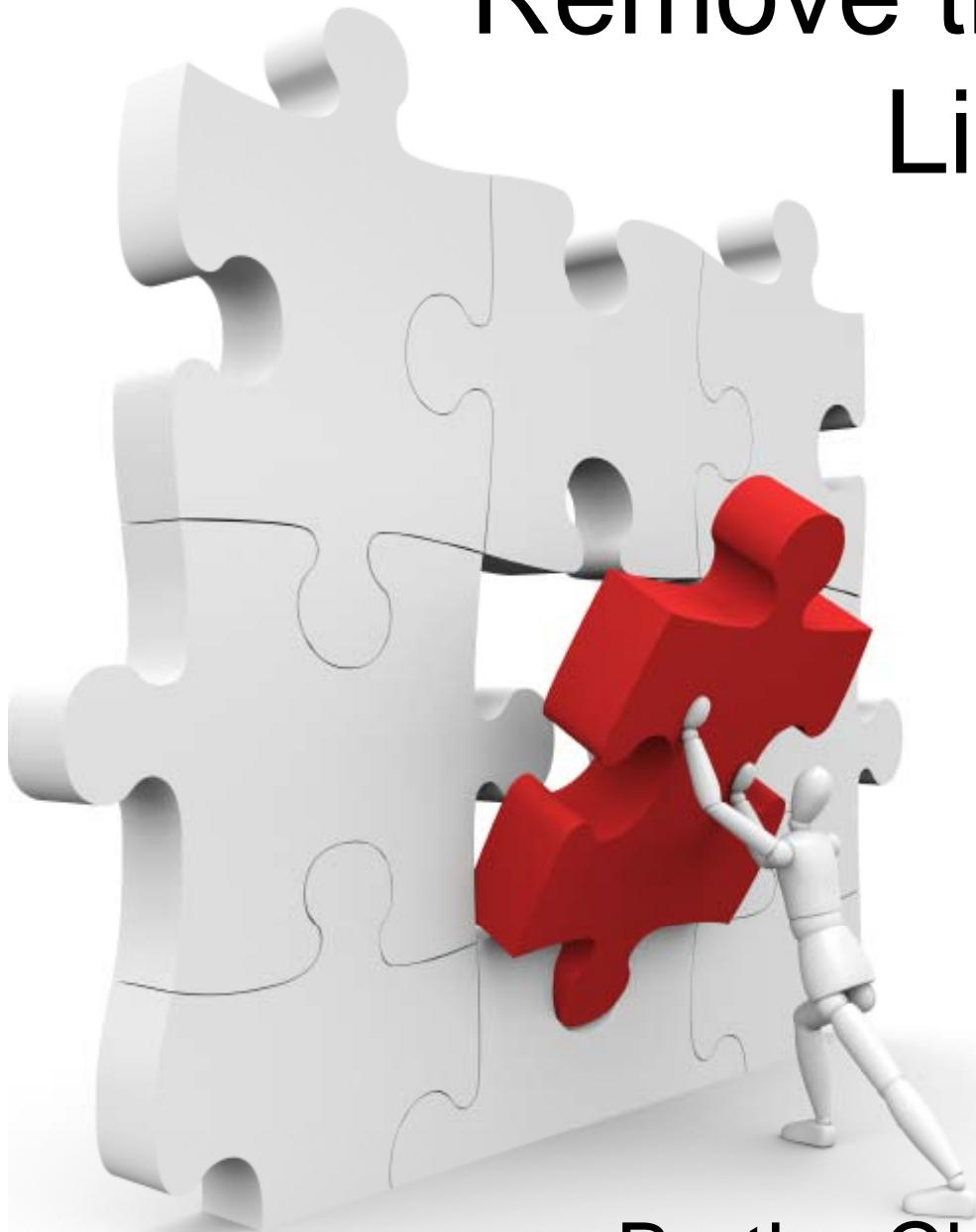


Remove the Borders Inside SLA



Be the Change We Want to See

Remove the Borders In the Library Community



Be the Change We Want to See.



Remove the Borders Between SLA and Members

Be the Change We Want to See.



Be The
Change We
Want to See

Remove the Borders Between
Librarians and Influencers

Be Important



EXPENDABILITY

KIRK, SPOCK, MCCOY, AND ENSIGN RICKY ARE BEAMING DOWN TO THE PLANET. GUESS WHO'S NOT COMING BACK.

Know What Makes Us (and You) Different



Find Our Voice and Use It



Be More Open to New Members



Honest to G*d – Have Fun



Being Open to Standing Out

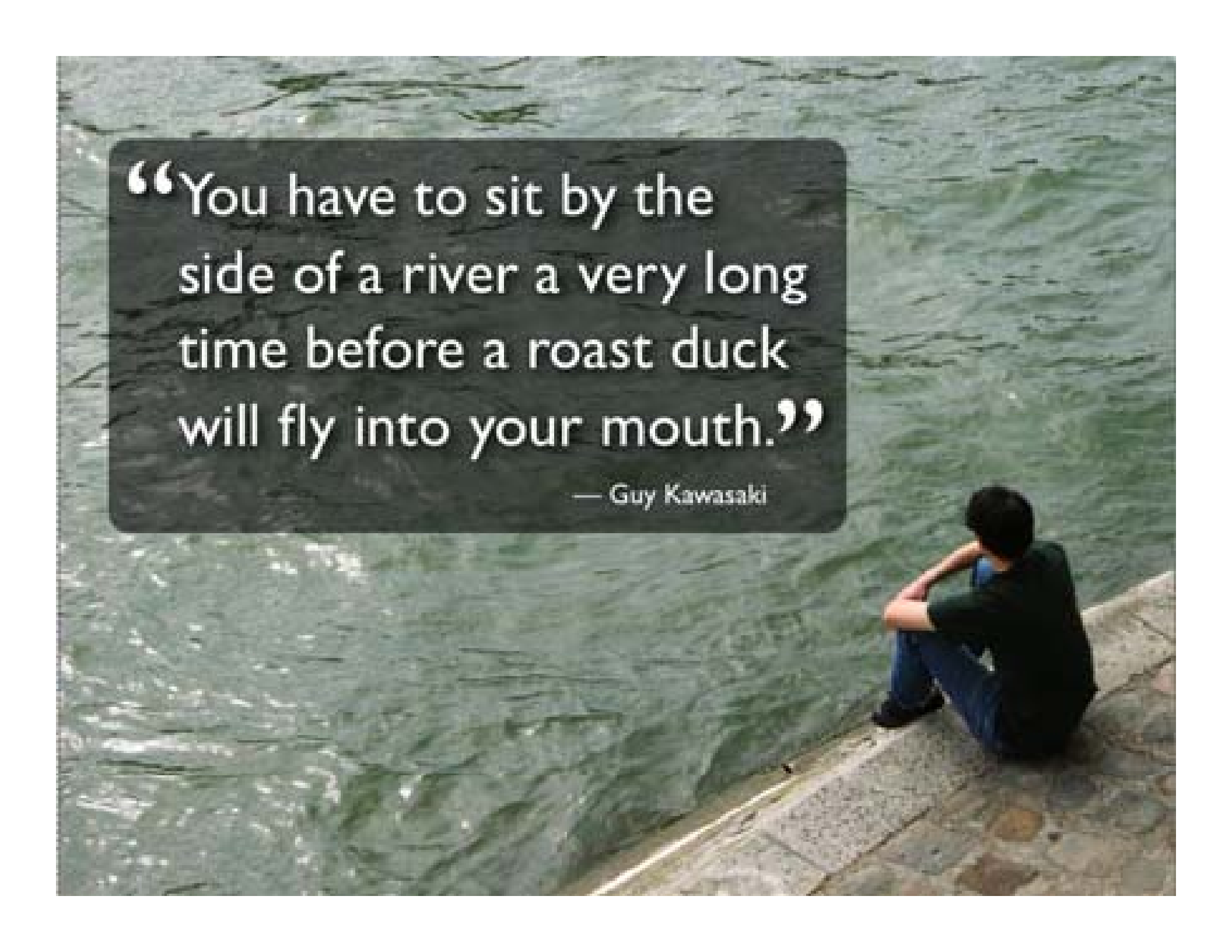


We librarians must learn that when we study something to death, *Death was **not** our original goal.*





A Third Path

A person is sitting on a stone ledge by a river, looking out at the water. The person is wearing a dark t-shirt and blue jeans. The water is a dark, rippling green. The scene is captured from a high angle, looking down at the person and the water.

“You have to sit by the side of a river a very long time before a roast duck will fly into your mouth.”

— Guy Kawasaki





Be The Change You Want To See





SLA

Connecting People
and Information



**Remember:
Your Member ID and
Password Unlocks a
World of Value**

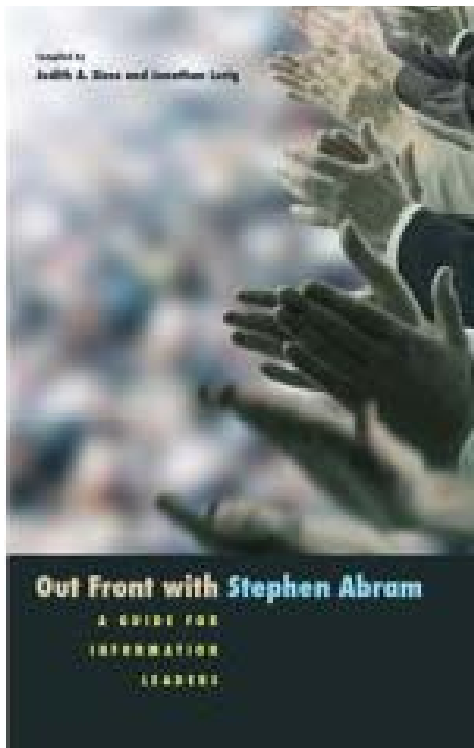
The WORLD IS
GOING TO CHANGE
WITH OR WITHOUT
YOU...

GET READY!



SLA

Connecting People
and Information



Stephen Abram, MLS, FSLA
President 2008, SLA
VP Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute
Cel: 416-669-4855

stephen.abram@sirsidynix.com

<http://www.sirsidynix.com>

Stephen's Lighthouse Blog

<http://stephenslighthouse.sirsidynix.com>

What's New (or new enough)?

- Semantic Web (Twine)
- The Cloud (Google, Zoho and MS etc.)
- No choice search engines
- GIS oriented search and ads
- Virtually unlimited fulltext books
- Streaming media and spoken word search
- Personalization 3.0
- Microblogging
- Registries and SaaS
- Device proliferation (Kindle, iPhones, etc.)
- What's old? Attacks on research, rights, intellectual freedom, access, filters, blacklisting, copyright balance, privacy, DRM, patents, trademarks, voice, etc.

