



# Will all InfoPros be in Private Practice?

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AIP Roger Summit Lecture  
Albuquerque, New Mexico  
March 28, 2009

# The Emerging Economy

- 1800's – Industrial Revolution arrived
- And so did a late century depression
- New laws and social modes emerged like unions, labour laws, licensure, etc.
- Nations could control their own destiny
- New professions rose to the top like scientists and engineers

# The Emerging Economy

- 1930's – Financial Revolution arrived
- And so did a mid-century depression
- New laws and social modes emerged like the SEC, Exchange Act, Williams Act, Bank Act, etc.
- Nations could still control their own destiny but integration of trade and finance starts
- Other professions rose to the top like Bankers, CPA's, financial analysts, and MBA's, etc.

# The Emerging Economy

- Millennium – Information and Knowledge Economy arrives (Yes it arrived a decade ago)
- And so does another new century depression
- New laws and social modes are emerging like copyright, DRM, privacy, and social networking sites
- Nations are not in control but participate in a global mosaic
- New professions will rise to the top like librarians, information scientists, archivists, experience and learning software developers and CI pros, etc.

# The Emerging Knowledge Economy

- It's Global and International
- It's interdependent
- Social neighbourhoods and nations
- Communities of practice and professional networks
- Interdisciplinary, cross-disciplinary discovery dominates (e.g. genome, life, stem cell, nano, etc.)
- Multi-ethnic, multilingual, multi-cultural
- Massive generational shift
- All major industries will be knowledge based

# The Emerging Knowledge Economy

- Examples of Industries that are more knowledge dependent:
  - Agriculture – from R&D to market, Genetic engineers
  - Mining – from discovery through commodity trades
  - Energy – Petroleum, Hydro, Nuclear, Wind, Solar, etc.
  - Forestry, Pulp & Paper – Sustainability and Green

# The Emerging Knowledge Economy

- Examples of Industries that are knowledge dependent:
  - Government – policy, regulation, social glue
  - Advice – law, accounting, investment, etc.
  - Education – evolving learning modalities
  - Research and discovery – applied and theory
  - Pharmaceuticals, biogen, biochem, nutrition, food
  - Information industries – software, content, infrastructure, distribution
  - Entertainment and culture (including gaming)
  - Advertising , marketing, consulting, advisory

# Examples of Professions

- Lawyers
  - Some are institutional but most are in private practice.
  - Their value transcends single clients in captive settings and their economic potential does too.
  - The legal information corpus is for all intents and purposes fully digital
  - Anyone feel the need to not consult a lawyer and just go online?
  - Frankly, I submit, it is in society's best interests to have the majority in private practice.



# Examples of Professions

- Doctors and allied health pros (Nurses, pharmacists, therapists, etc.)
  - Some are institutional but most are in private practice, at least partially.
  - Their value transcends single clients in captive settings and their economic potential does too.
  - The vast majority medical information corpus is for all intents and purposes fully digital
  - Anyone feel the need to not consult a medical professional and just go online?
  - Frankly, I submit, it is in society's best interests to have the majority in private practice.

# Examples of Professions

- Engineers, architects, and allied professionals
  - Some are institutional but most are in private practice, at least partially.
  - Their value transcends single clients in captive settings and their economic potential does too.
  - The vast majority their information corpus is available for all to use
  - Anyone feel the need to not consult a professional to build a bridge/house/etc. and just go online?
  - Frankly, again I submit, it is in society's best interests to have the majority in private practice.

# Examples of Professions

- Others:
- Real Estate professionals
- Psychotherapists
- Professional investigators
- And most of the rest of the licensed professions

# Exceptions

- Retail
- Manufacturing
- Hospitality
- Tourism
- Call centers
- There's a reason why they're low wage and therefore poor choices for nations to base their future tax base upon
- Mostly due to the fact that they outsource the knowledge intensive aspects of their strategies

# Not Exceptions

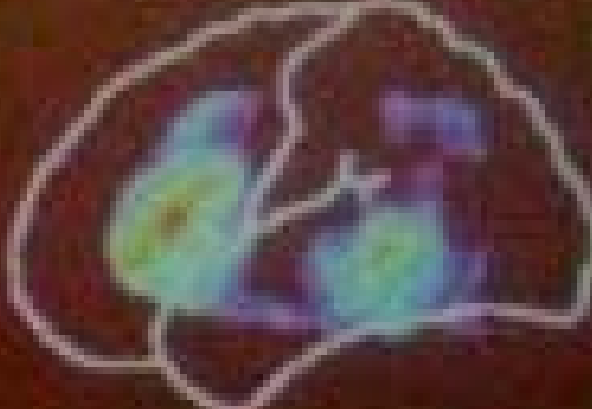
- Military (e.g. Gaming)
- Education (e.g. Gaming)
- Entertainment (e.g. Gaming)
- Cultural industries (art, museums, theatre, etc.)
- Competitive Intelligence
- Libraries of all types (academic, college, special, public, school, government, etc.)

# People are Changing

- Or our understanding of them is improving!
- The new human genome (Shyness, dyslexia, math, music, etc.)
- Human understanding – Bloom's taxonomy
- MRI's of reading
- Eye tracking, etc.
- And of course increases in IQ and decreases in fact based knowledge.

**Viewing**

**Listening**



**Speaking**

**Generating verbs**

Imaging techniques allow us to see which areas of the brain control functions.

# Professional Keywords

- Add Value
- Intelligence
- Advise
- Relationship
- Advice
- Embedded
- Brand positioning



# The New Normal Economy

- Massive financial restructuring
  - Return of extreme regulation
  - SOX will look conservative
  - New field of information forensics
  - Partial nationalization of banking system
  - Global change in brokers, reinsurance, triage, credit, debit, national debt, etc.
  - Significant changes in taxation of wealth
  - Watch Geithner

# The New Normal Economy

- Significant shift in military
  - Advanced systems for predicting asynchronous and asymmetrical threats
  - Pattern matching and investment in information forensics and advanced data mining
  - Significant capture of data and behavioural analysis

# The New Normal Economy

- Massive content industry restructuring
  - The question isn't, "What is the future of the book?" It should be "What are the behaviours and ecology of reading of the future?"
  - Watch the death of newspapers but not news (What are the major newspapers in the US...? Kindle, Sony Reader, iPhone...)
  - Keep an eye on the decline of journalism and rise of tweets (CNN) and blogging commentary
  - Keep an eye on the legal framework (e.g. Donors to politicians)
  - Watch what is happening to book, magazine and scholarly publishing sector – especially educational, kids and academic
  - (NB: The Horsemen - Google 40,000 publishers, size of the G-vault, Open Content Alliance, US Google/AAP agreement, OA, CC, Tasini, . . .)
  - Especially watch where the real content action is – audio, streaming media, YouTube #2 search engine, iTunes

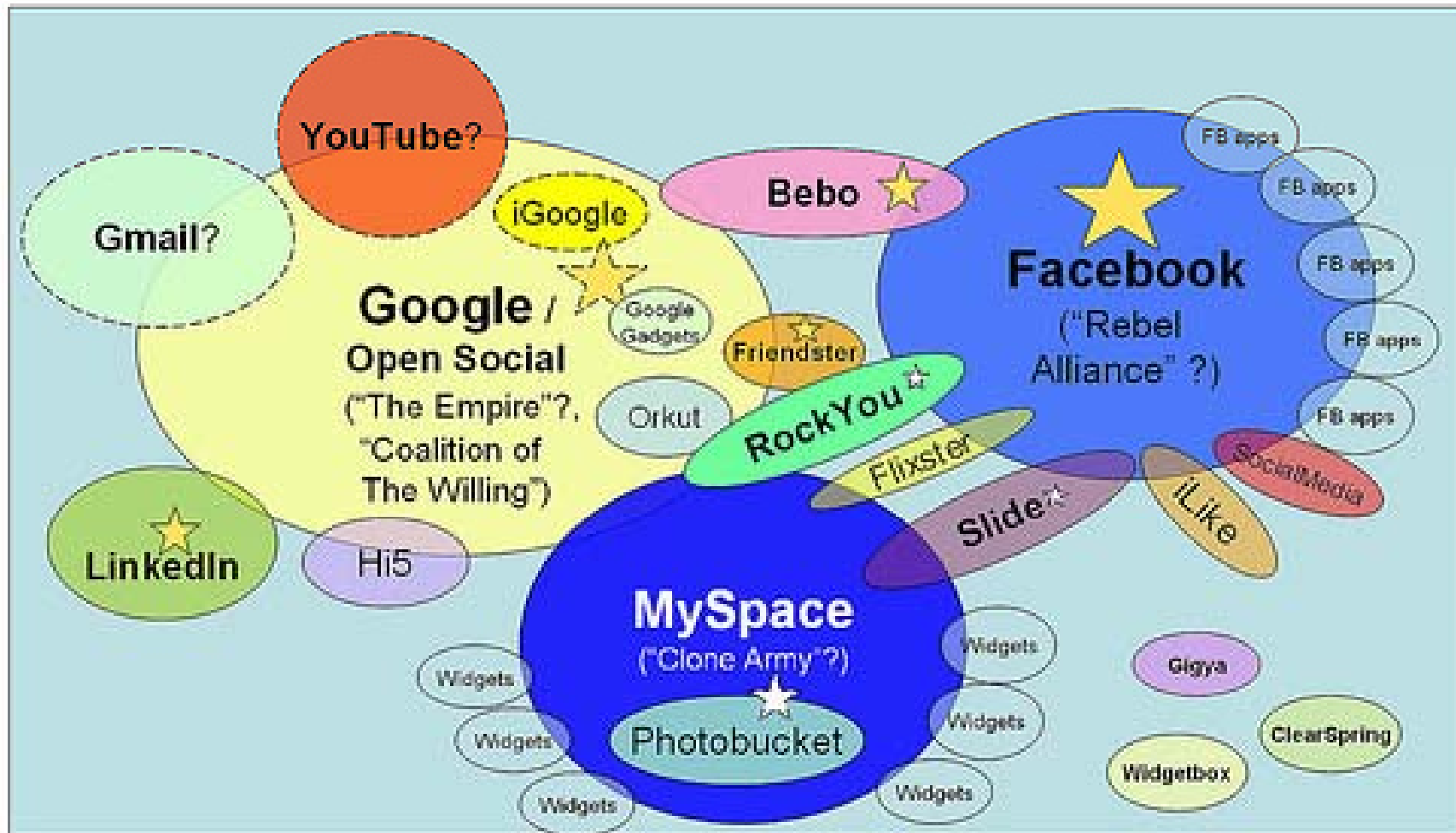
# Newspaper Box Graveyard



# The New Normal Economy

- Massive concatenation of the Software Industry
  - This restructuring isn't about workflow alone (but it is behavioural)
  - The real focus is on two areas:
    - Personalization – SaaS, API, XML, Interactivity, The Cloud, Gaming
    - Social networks and behavioural capture
  - Very significant focus on going *beyond* ads
  - Let's acquire a dozen 2.0's while they're cheap!
  - Keep an eye on the SIIA - #2 most powerful lobbyist in DC (but the NRA and Christians are holding on by the skin of their teeth)

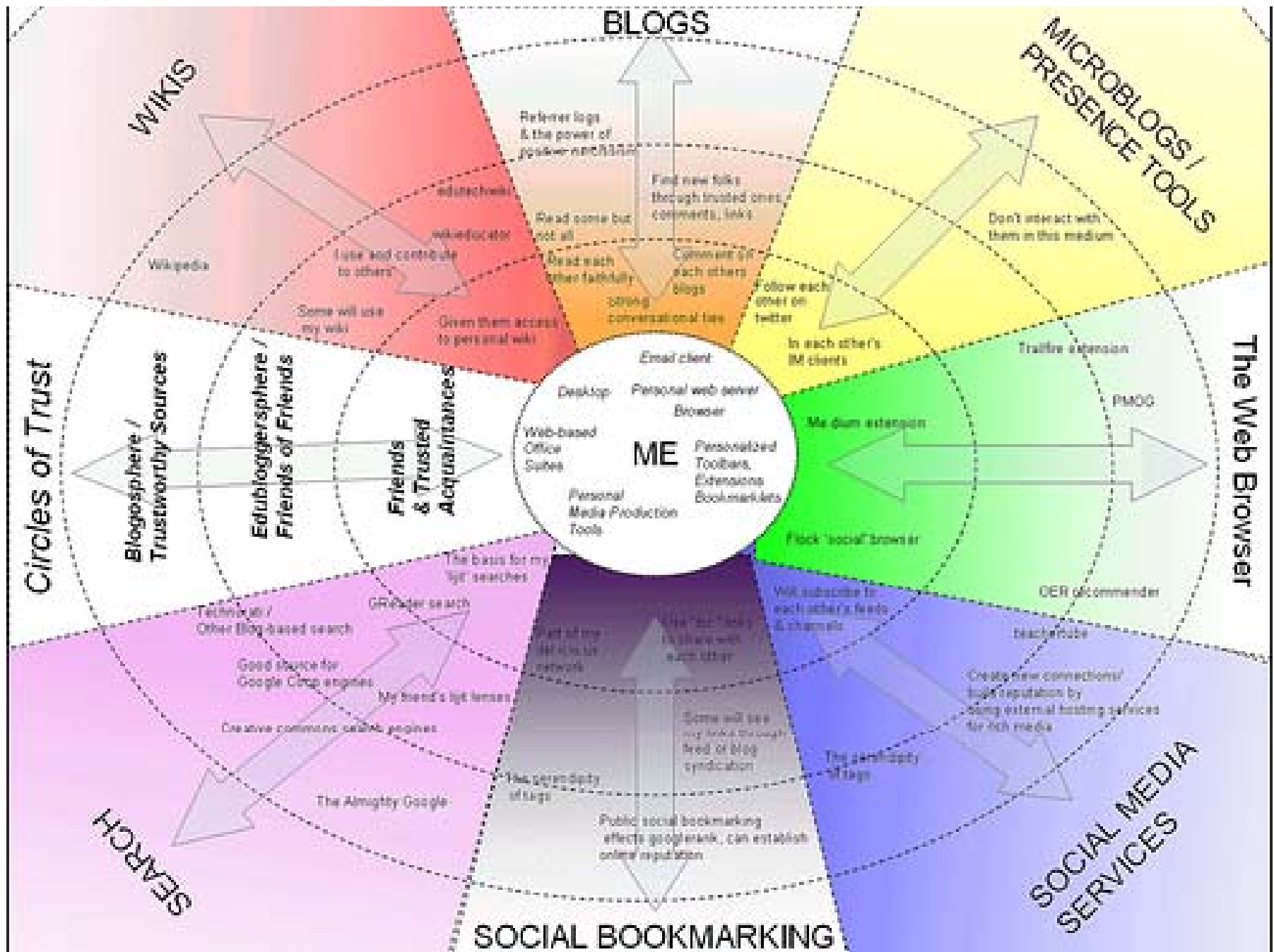
# Social Graph Platform Wars



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

# AMAZON

Platform Wars insanity: Dave McClure, 12/12/07  
<http://500hats.typepad.com> | <http://500hats.com>



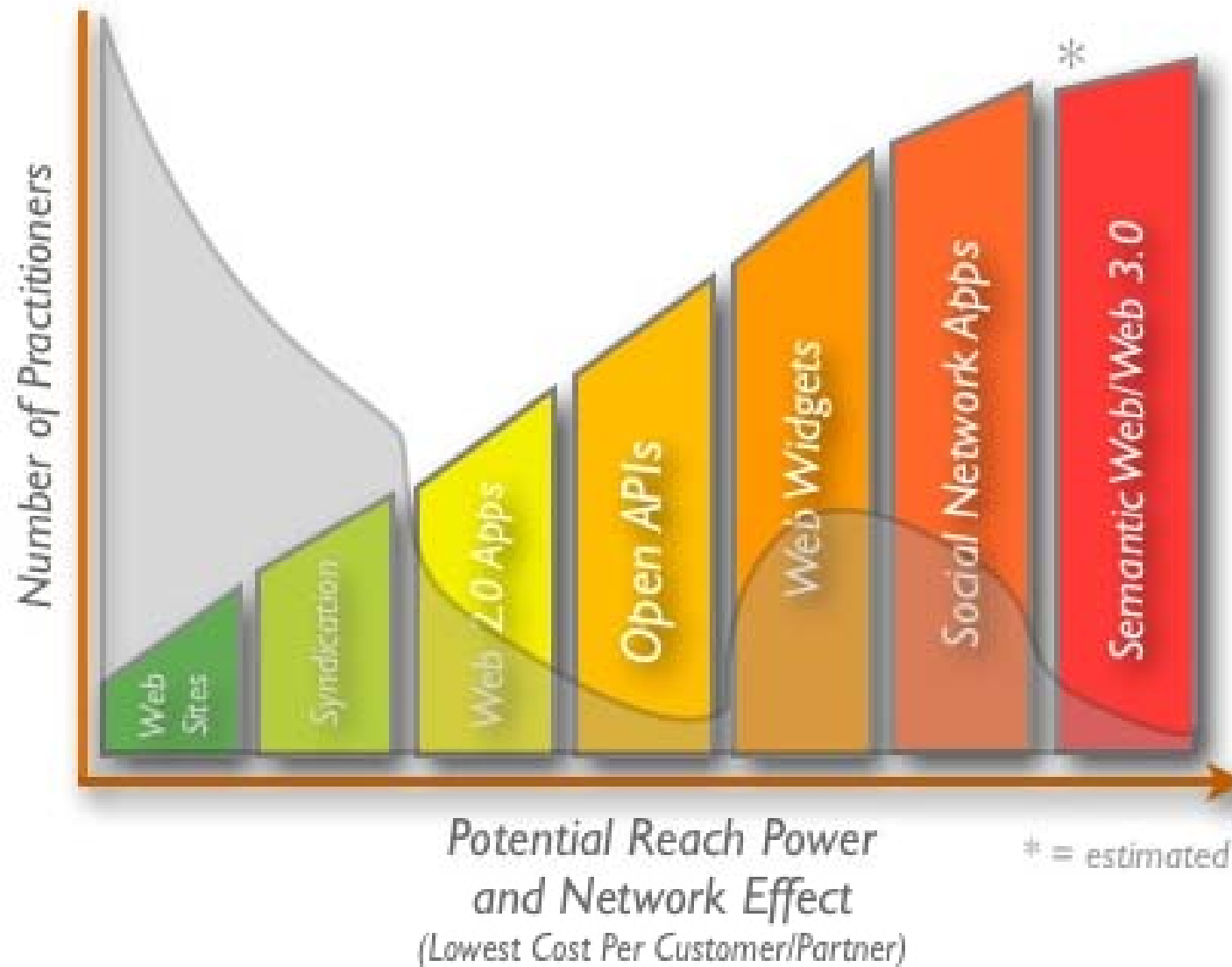
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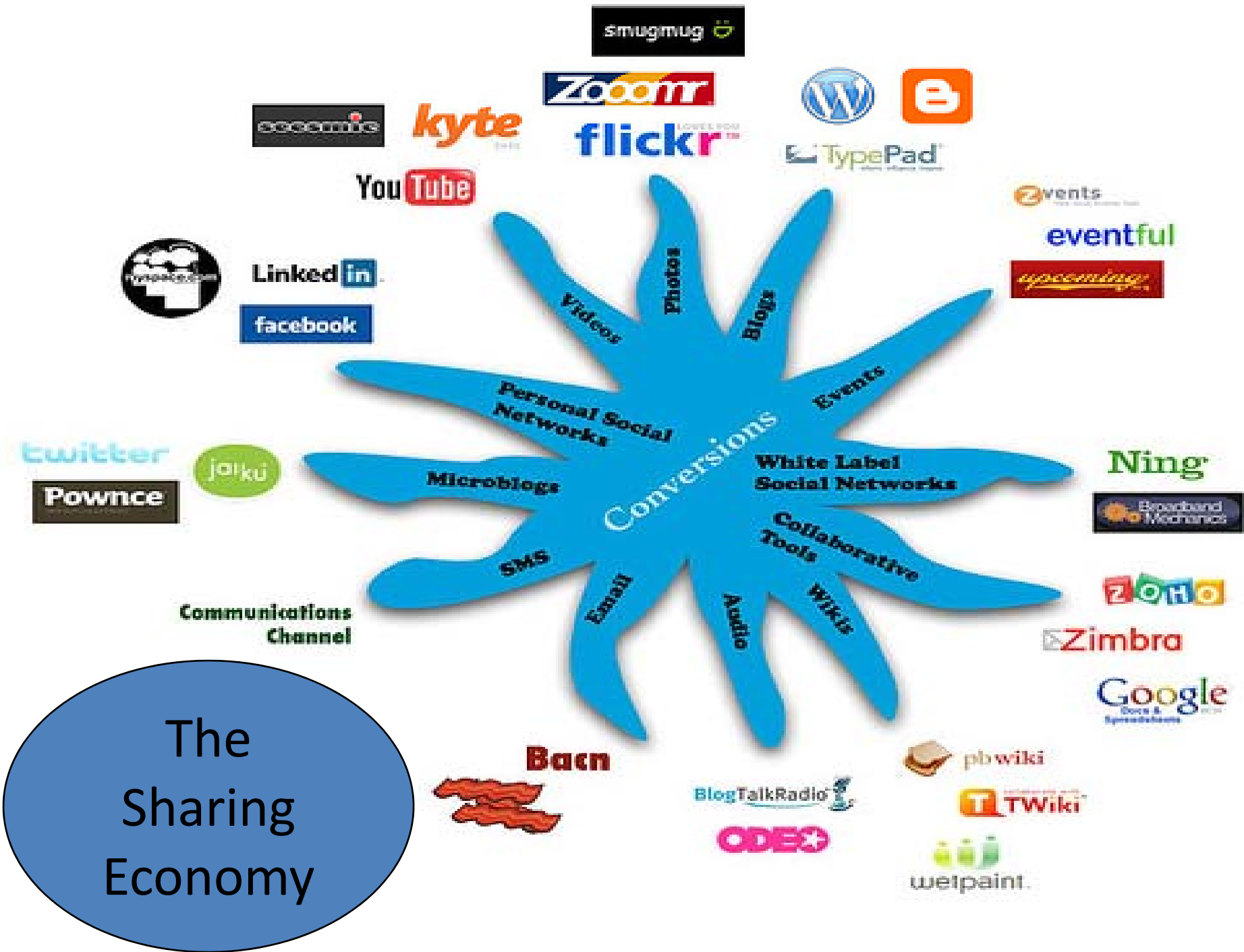
<http://www.flickr.com/photos/briansolis/2735401175/>



# The new Web 2.0 era distribution models remain largely untapped




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



The Sharing Economy

# The New Normal Economy

- Hardware Industry
  - It's all about mobile - period
  - It's all about accessing the cloud
  - It's all about the wireless broadband infrastructure
  - It's done and ready and already stress tested everywhere else in the world especially Iraq, etc.
  - White space on analog TV signal, rewiring of America, WiFi, etc.
  - The iPhone isn't just a phone



Is that the Internet in  
your pocket or are  
you just really smart?

Click & Speak





# 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)

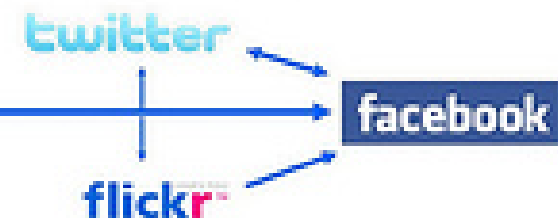
### New Opportunities

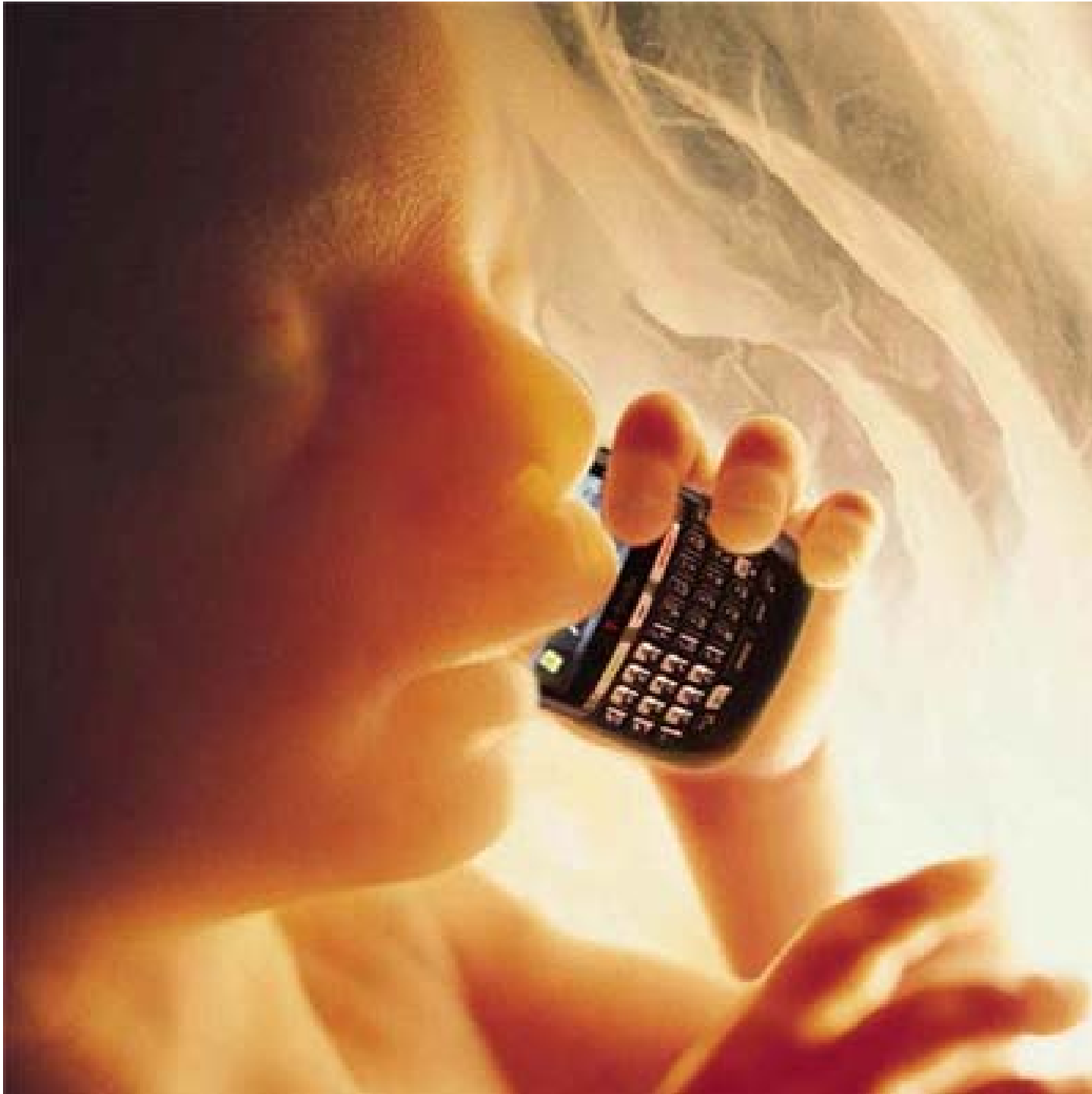
#### Text Messaging Reference

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

#### Social Networking

Mobile devices facilitate library 2.0 and social networking initiatives.





A  
Mainly  
Mobile  
Focus



# The New Normal Economy

- The real power of the networked economy
  - Facebook – 700,000 new users per day!!! The over 35's have doubled in 4 months!
  - MySpace – 300,000 new folks a day!!!
  - Ning, LinkedIn, Plaxo, etc.
  - Power of recommendations – Delicious, Digg, YouTube, Amazon, etc.
  - IBM and Sun are in merger talks.
  - Just check out the last election – small plurality has to be credited to Facebook, Twitter, Mobile, YouTube, etc. – and it's not over.

# 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

YAHOO!

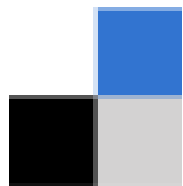
AOL  
Bebo  
Google

Microsoft  
News Corporation  
myspace.com  
a place for friends



zotero

ZOHO<sup>®</sup> Docs *beta*



delicious

Google  
Chrome BETA

# A Permanent Tipping Point

- The US 2008 Election and the changing US demographic landscape
- Based on Howard Dean's success and strong support from ex-Googlers and Facebookers.
- Obama raised money at double the rate of McCain online.
- Following the conventions blog posts mentioning Obama outnumbered those referencing McCain by more than 3 to 1.
- Obama's number of MySpace friends grew steadily over the last few months of the campaign while McCain's remained relatively flat. By election day, Obama had almost 4 times the number of friends McCain had.
- While those MySpace figures are remarkable, the Twitter stats are even more eye-popping. Obama had nearly TWENTY FOUR times the amount of followers that McCain had.
- Obama dominates Facebook.
- And the Democrats still only won by a slim margin!
- Obama's social network presence is still active. (McCain's is not.)
- Even Stephen Harper is on Twitter! CLA, Geist and Canadian copyright

# A Tipping Point Olympics

- Yahoo! trumps NBC in ratings
- YouTube is #2 search engine
- Streaming media met the stress test

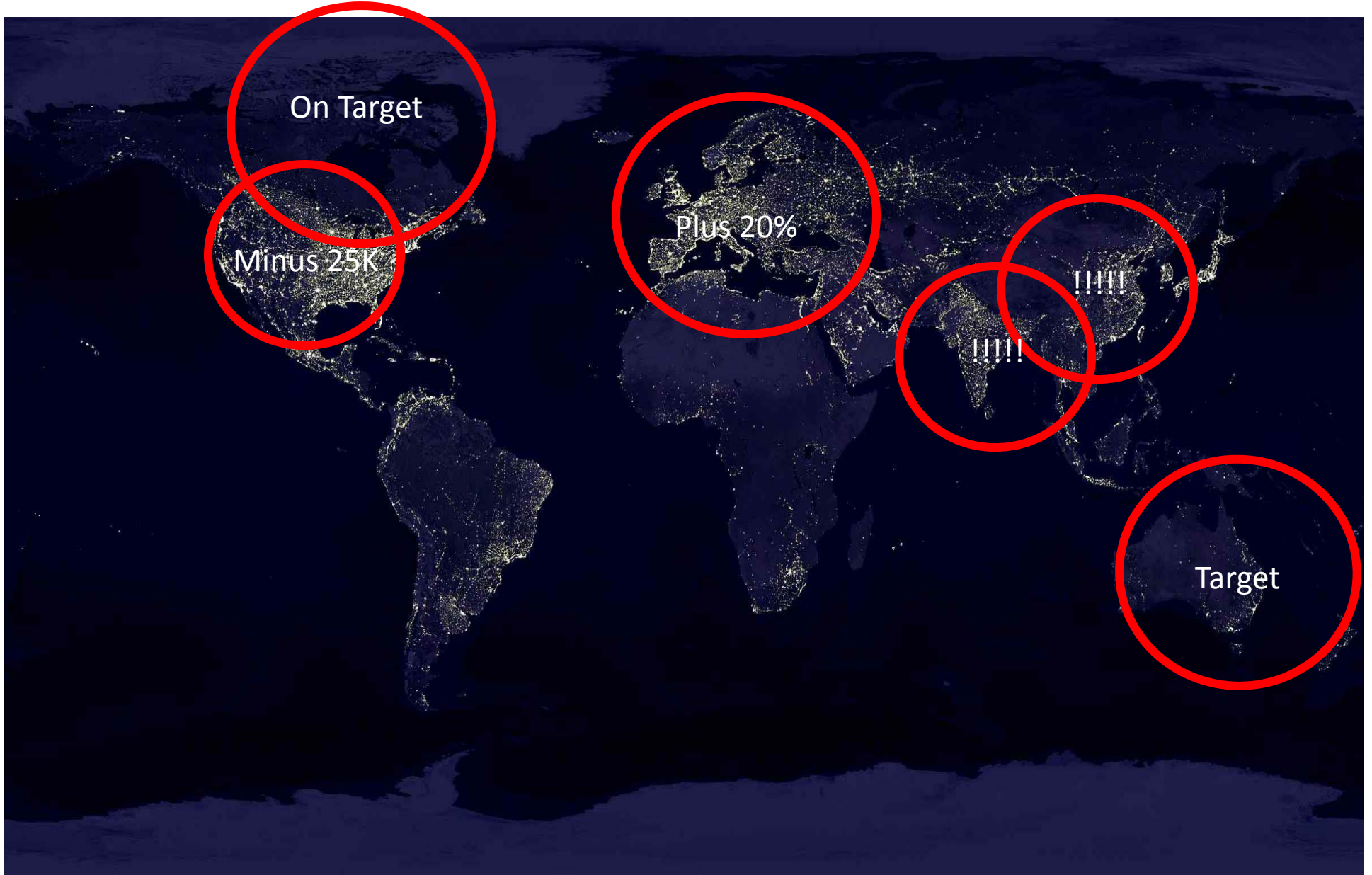
# The New Normal Economy

- Distribution restructuring
  - Automobiles – financing a softer decline to protect repair network – political impact
  - Ringtones model
  - eBay as a model
  - NetFlix as a model
  - Amazon as a model (Abebooks, Shelfari, LibraryThing)
  - iTunes as model
  - QR codes as a model, RFID as a model, ...
  - Gaming – social games, economic impact
  - All of this is Ground Zero of the world legislative battles – and the U.S. Is just an equal participant

# The New Normal Economy

- Massive Higher Education restructuring
  - R&D public private partnerships
  - Large Scale Globalization of R&D – e.g. Stem cells, Genome, encyclopedia of life, nanotechnology, Space science, Large Scale Hadron accelerator, etc.
  - Distance education – MBA's from Athabaska
  - eLearning – U Phoenix, Western International, etc.
  - Gaming

# Being Globally Competitive





# The New Normal Economy

- Massive financial restructuring
  - Return of extreme regulation
  - SOX will look conservative
  - Partial nationalization of banking system
  - Global change in brokers, reinsurance, triage, credit, debit, national debt, etc.
  - Significant changes in taxation of wealth
  - Watch Geithner

# The New Normal Economy

- Massive government intervention – just like the Thirties and Keynesian economics
  - \$650 million into K-12 education
  - \$150 million into libraries
  - Redirection of military expense into R&D, Afghanistan, diplomacy, foreign aid, etc.
  - Billions into energy research
  - Higher education scholarships to keep Millennials out of workforce and raise US to world standards

So, will all InfoPros be in private  
practice?

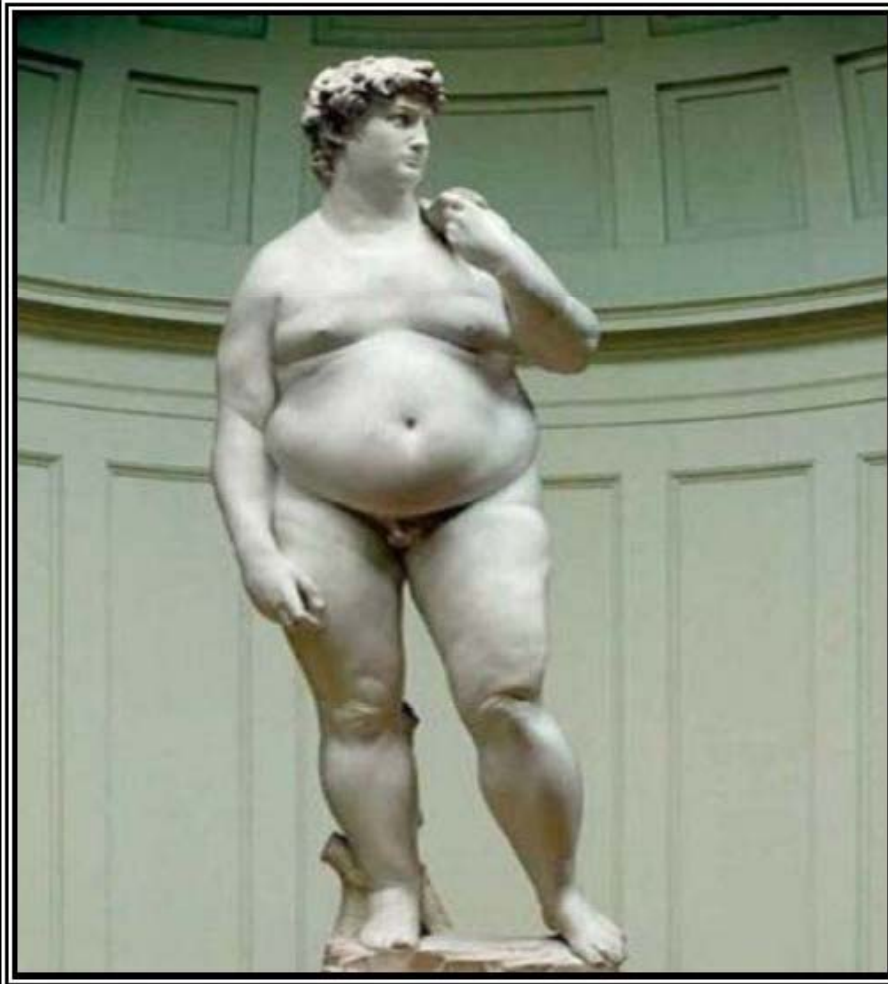
Maybe.

# Do they love us?

- The opposite of intelligence is stupidity.
- The opposite of love is indifference.
- The root of information is “to inform”
- The opposite of information is to misinform.
- So, it follows that ad ranked information is manipulated.
- Organizations that depend on SEO driven relevance are manipulatable.

# So, For Major Change to Happen

- There needs to be generalized institutional concern about privacy and security – but it needs to be rational
- There needs to be a recognition of massive power of Google alone and who pays:
  - Only two search engines
  - SEO special interest Advertising powered relevance
  - Geotagging of search (The cat's out of the bag - Political story)
- There needs to be an understanding of the power of personal mobile (e.g. Military story)



# METABOLISM

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

# Two Kinds of Library Folk



# SLA Alignment Project

- 1 million dollars over two years
- Fleischman Hillard, Andy Hines, Outsell
- C level, HR, IT, R&D, Marketing, Strategy and InfoPros in all sectors and including non-profit and academic
- What do they feel and think?
- Steve McGarvey NLP
- John Cotton Dana visit and SLA naming
- Results released in Savannah in January
- Very exciting



# Be Important



## EXPENDABILITY

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



# Positioning SLA for the Future:

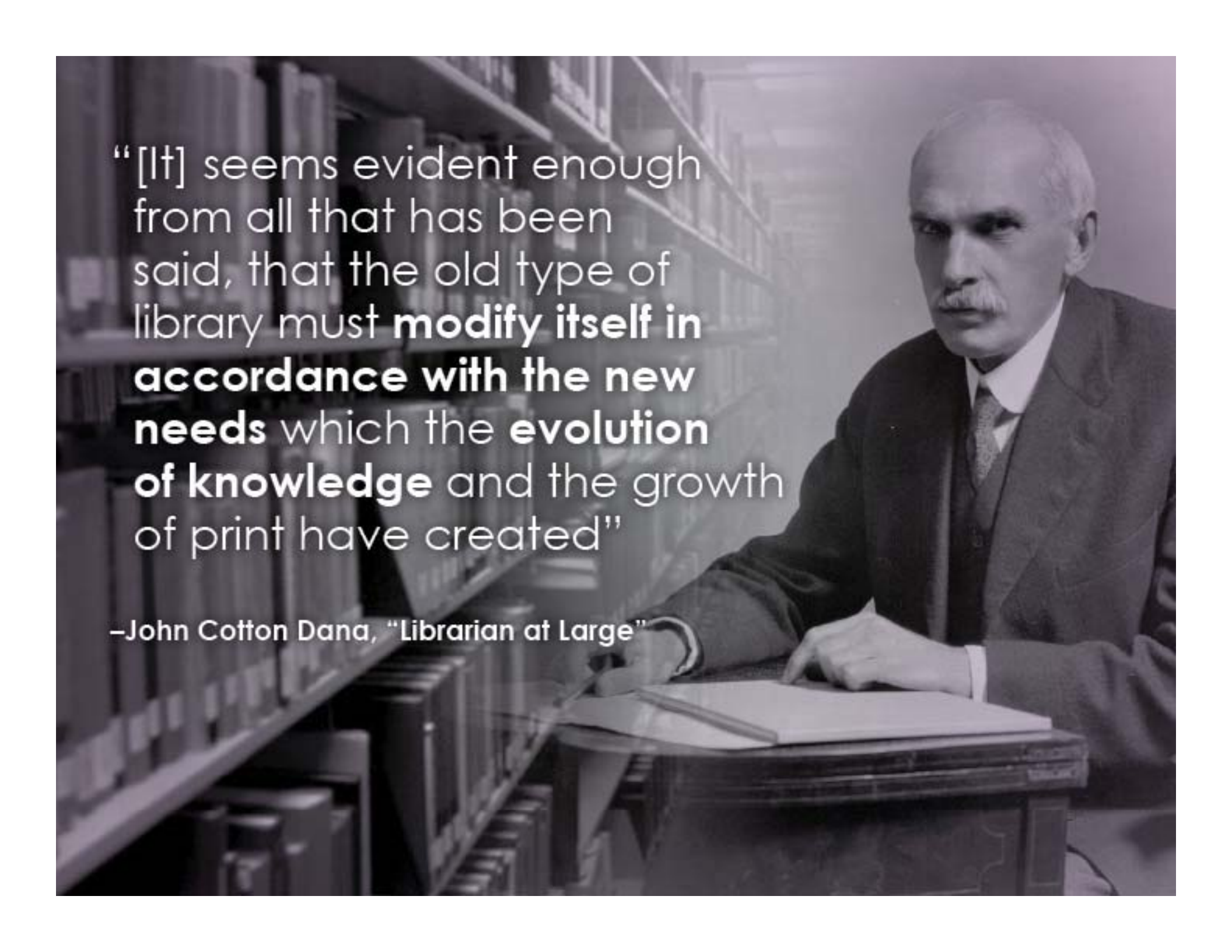
Alignment Initiative **Results** and **Recommendations**

*Presented Tuesday, January 13, 2009, in Savannah, GA*

**FLEISHMAN**  
INTERNATIONAL COMMUNICATIONS  
**HILLARD**



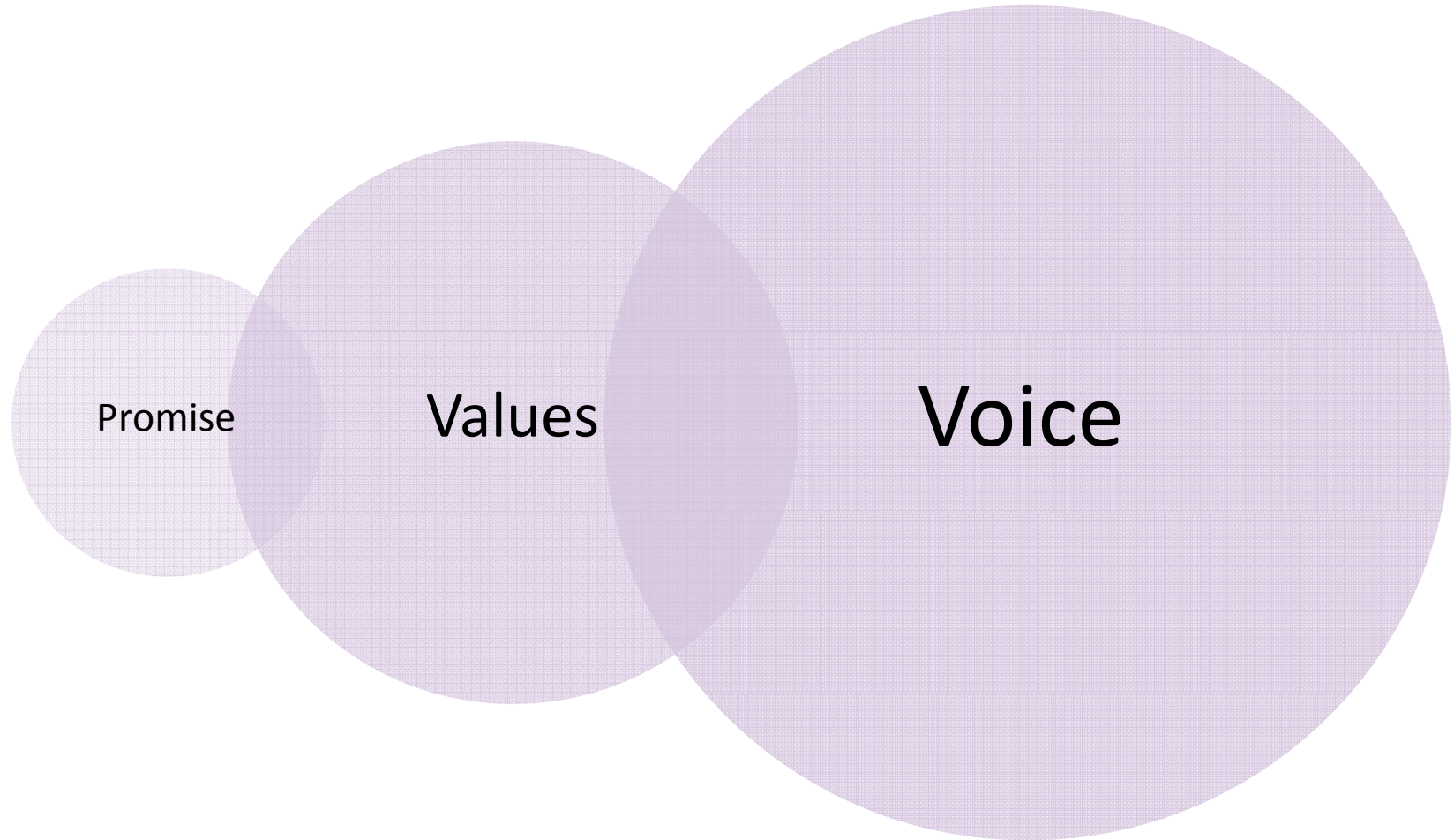
**OUTSELL** 



“ [It] seems evident enough from all that has been said, that the old type of library must **modify itself in accordance with the new needs** which the **evolution of knowledge** and the growth of print have created”

–John Cotton Dana, “Librarian at Large”

# Elements of Identity



Promise

Values

Voice

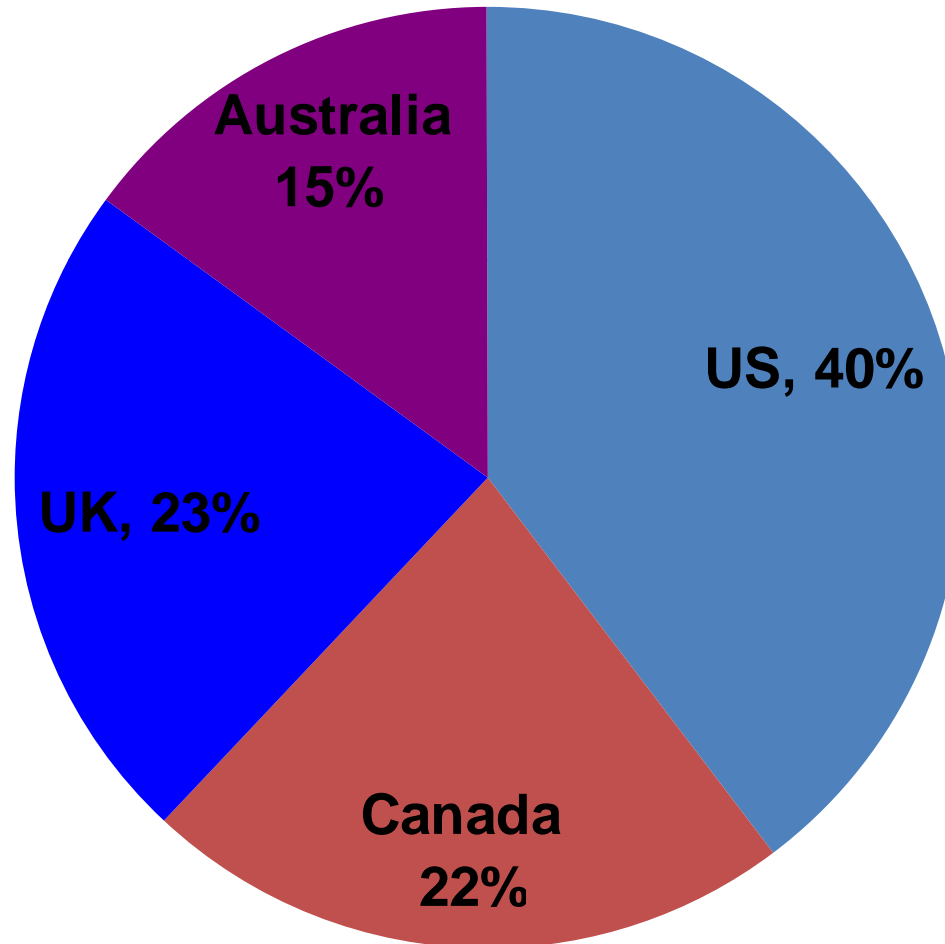
# Primary Research

## Segmentation and Sampling Design

Country	C-level Execs	IT Pros	HR Pros	Marketing Pros	Strategy Pros	Info Pros/ Librarians	Totals
US	25	25	25	25	25	175	300
UK	25	25	25	25	25	25	150
Canada	25	25	25	25	25	25	150
Australia	25	25	25	25	25	25	150
<b>TOTALS</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>250</b>	<b>750</b>

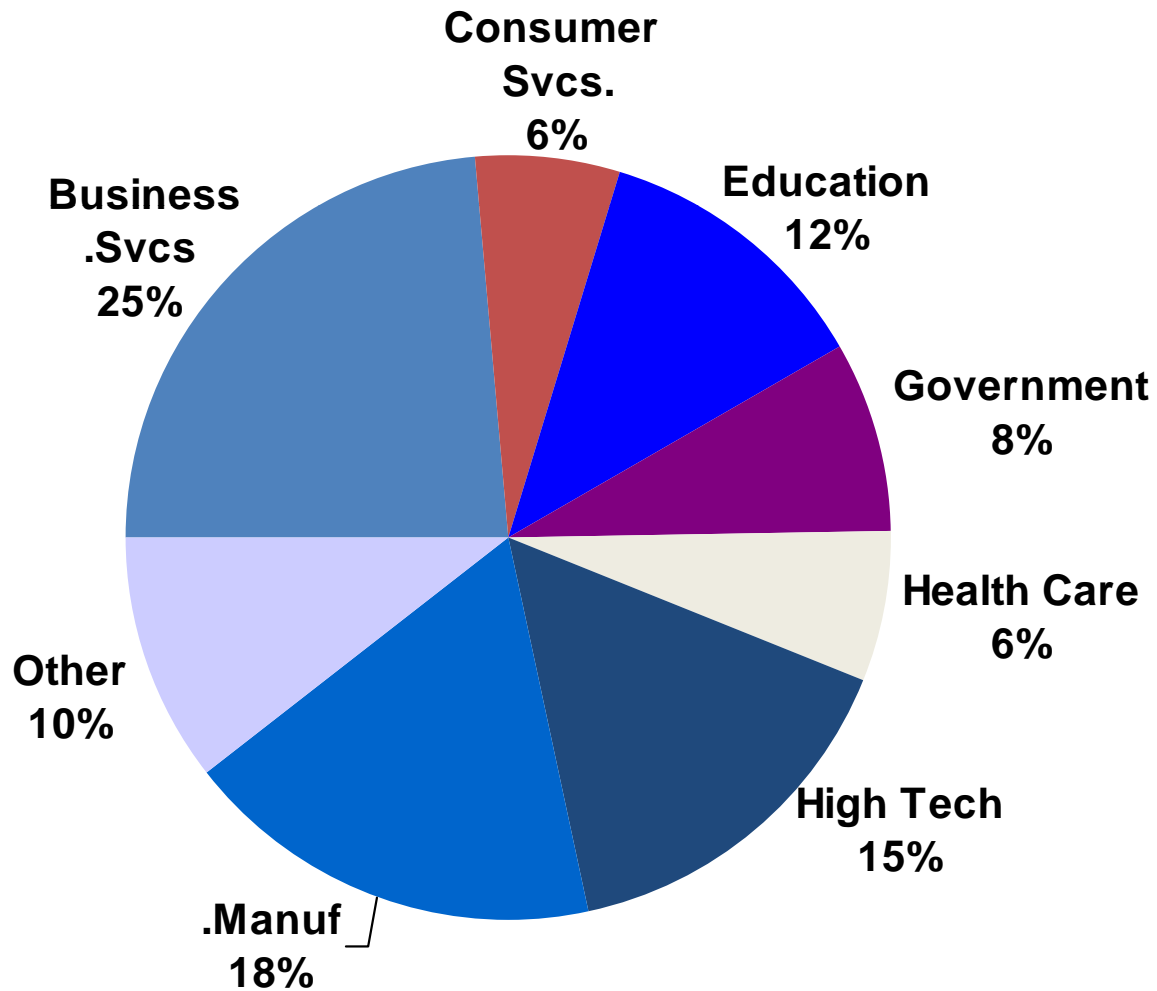
# Demographics

Geographic Representation



# Demographics

Market Sectors



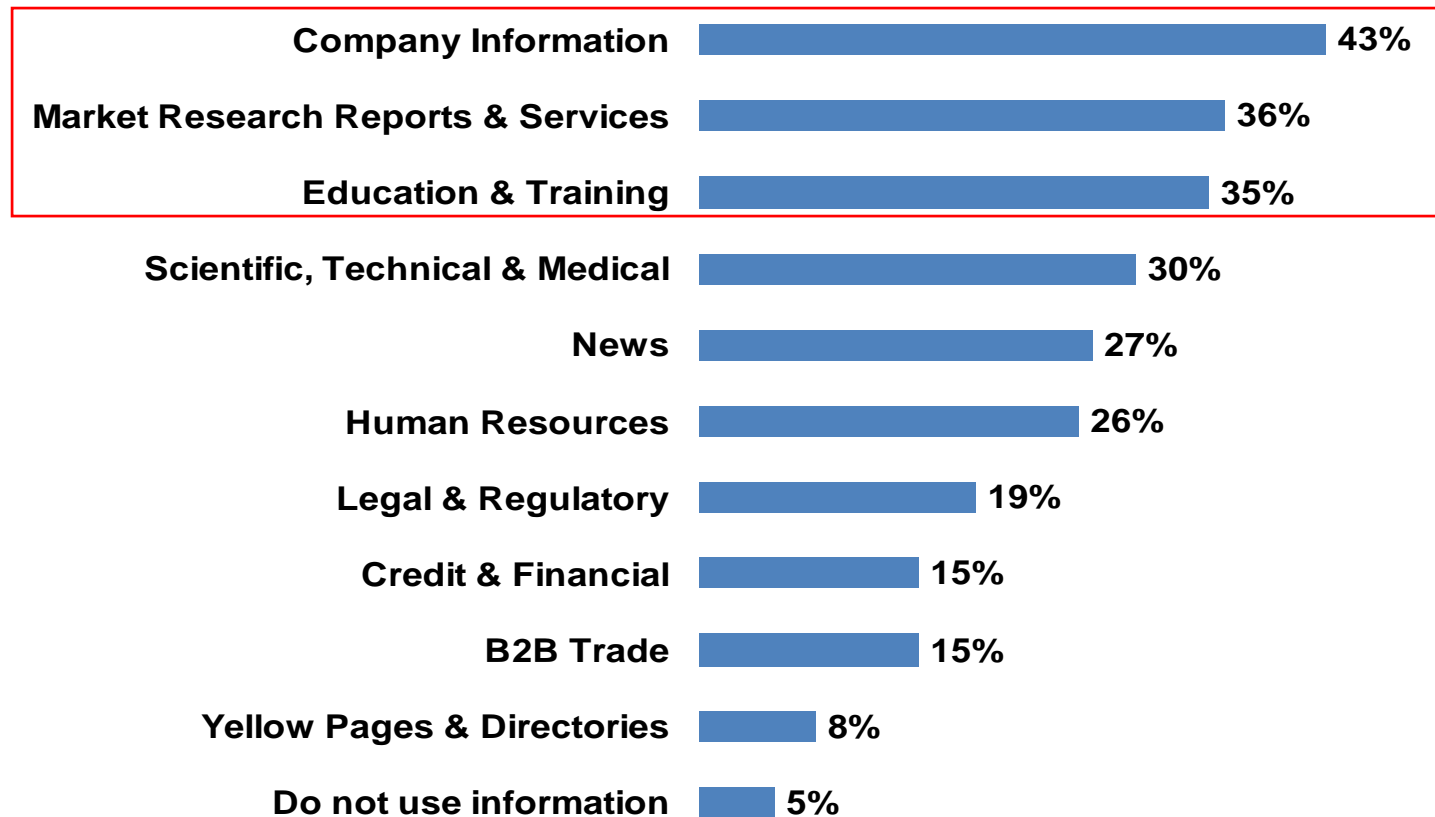
# Key Findings

- Information Roles
- Information Habits
- Perceptions of Value
- Perceptions of Role



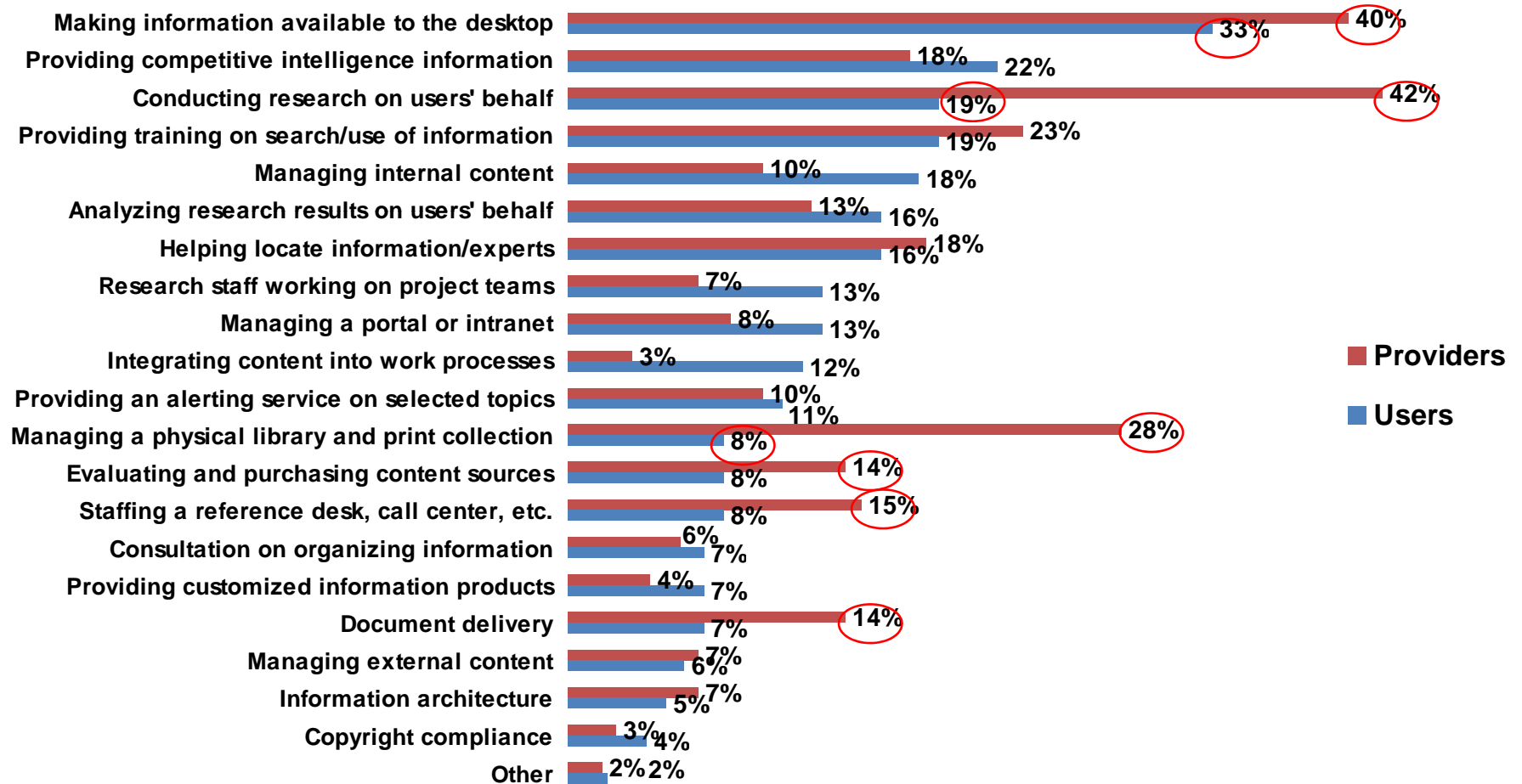
# Information Habits

Top information categories



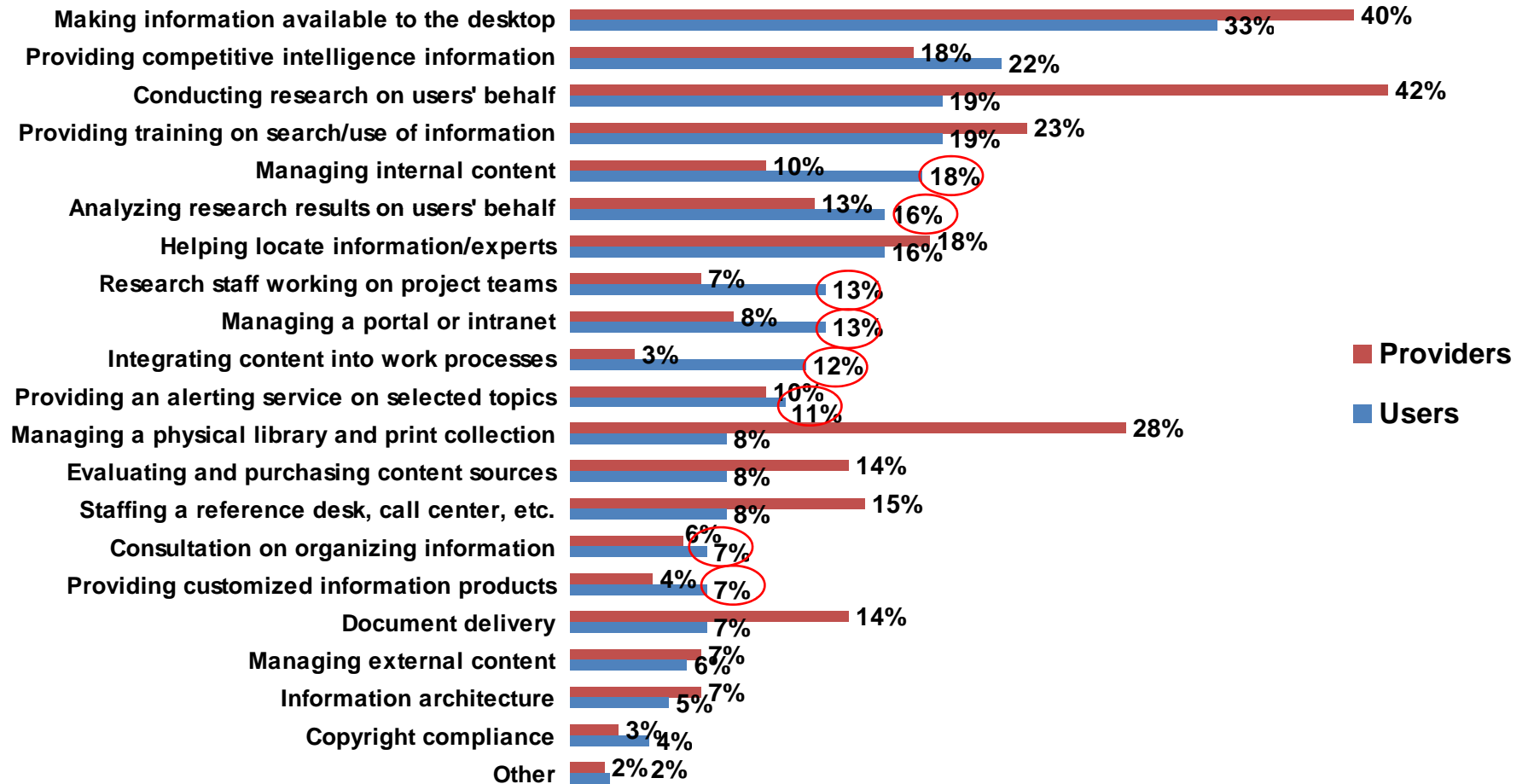
# Perceptions of Value

## Most Valuable Information Roles (Users vs. Providers)



# Perceptions of Value

## Most Valuable Information Roles (Users vs. Providers)



# Perceptions of Value

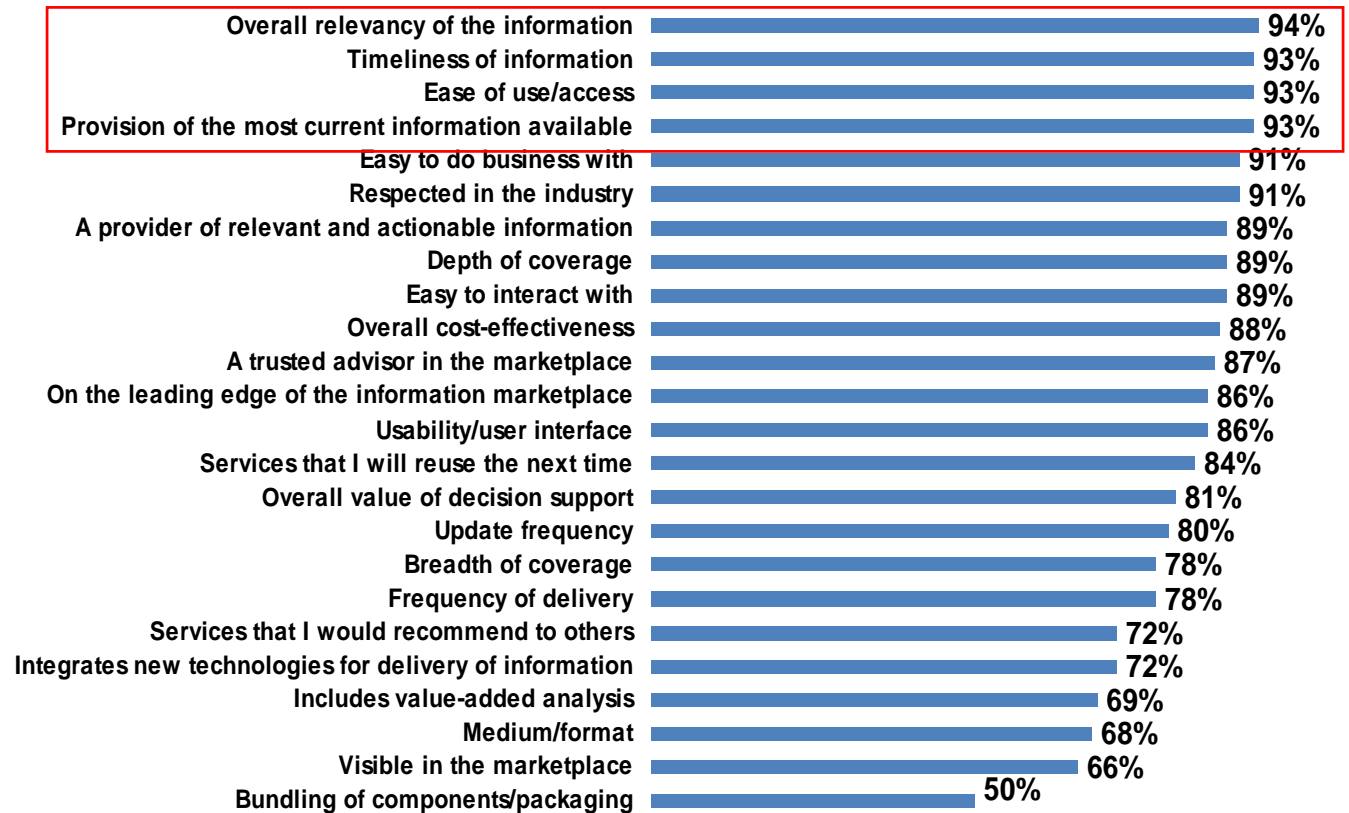
## Most Important Attributes of Information Resources

Relevance of information  
(94%)

Timeliness (93%)

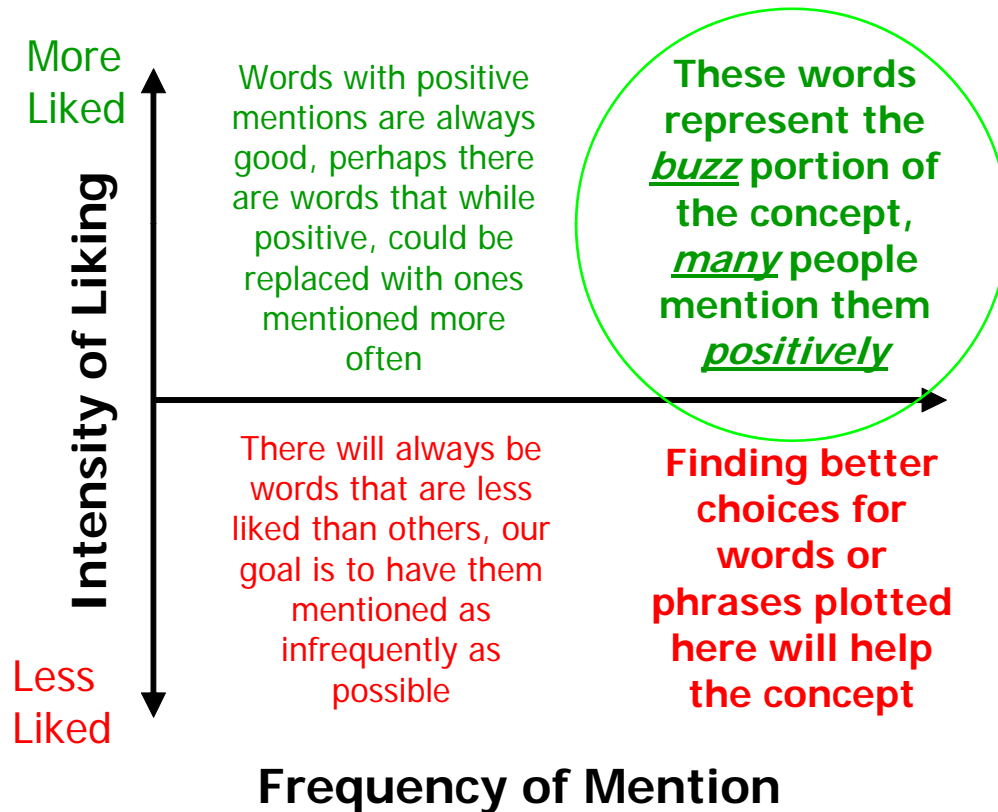
Ease of use/access (93%)

Access to most current  
information (93%)

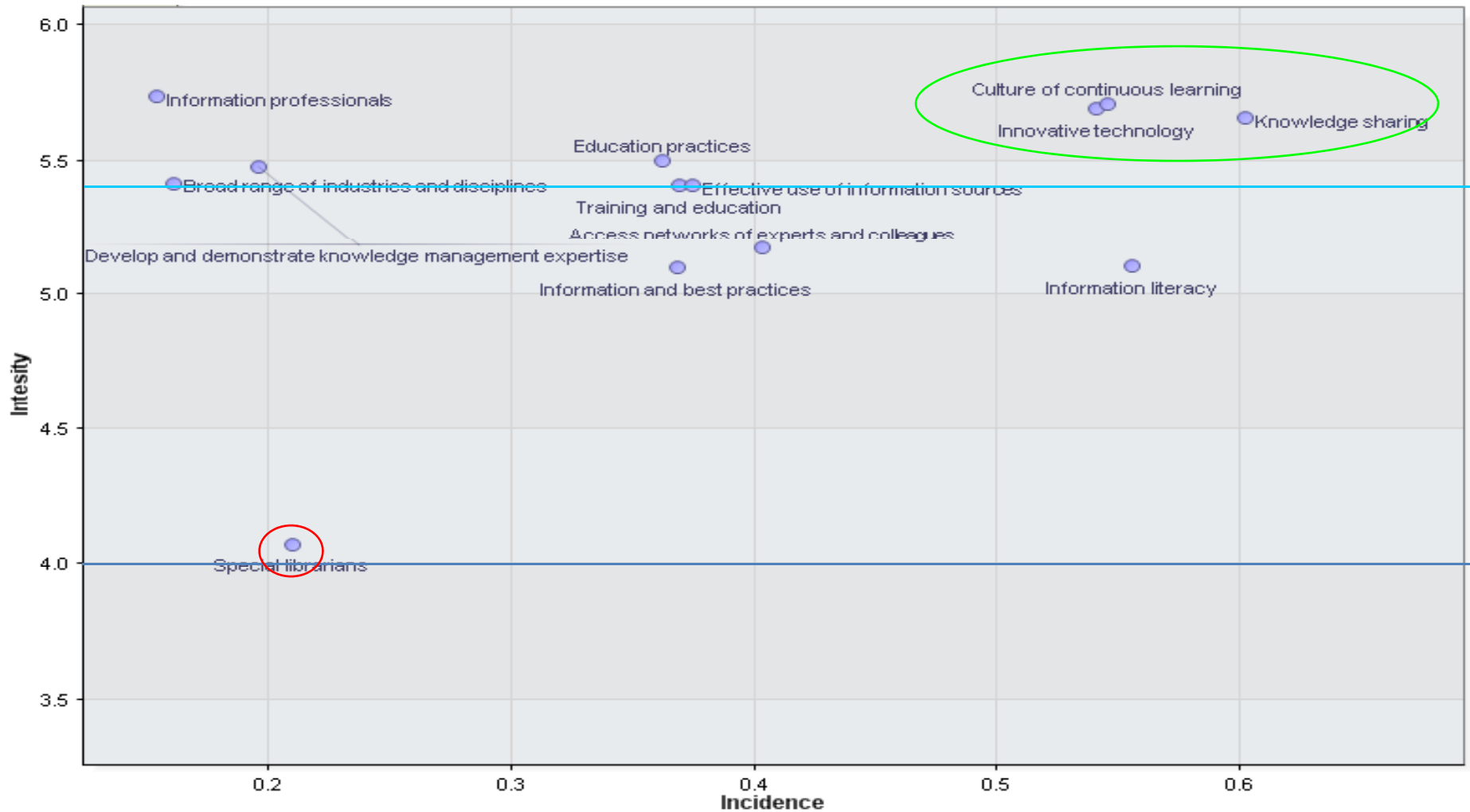


# Interactive Editor

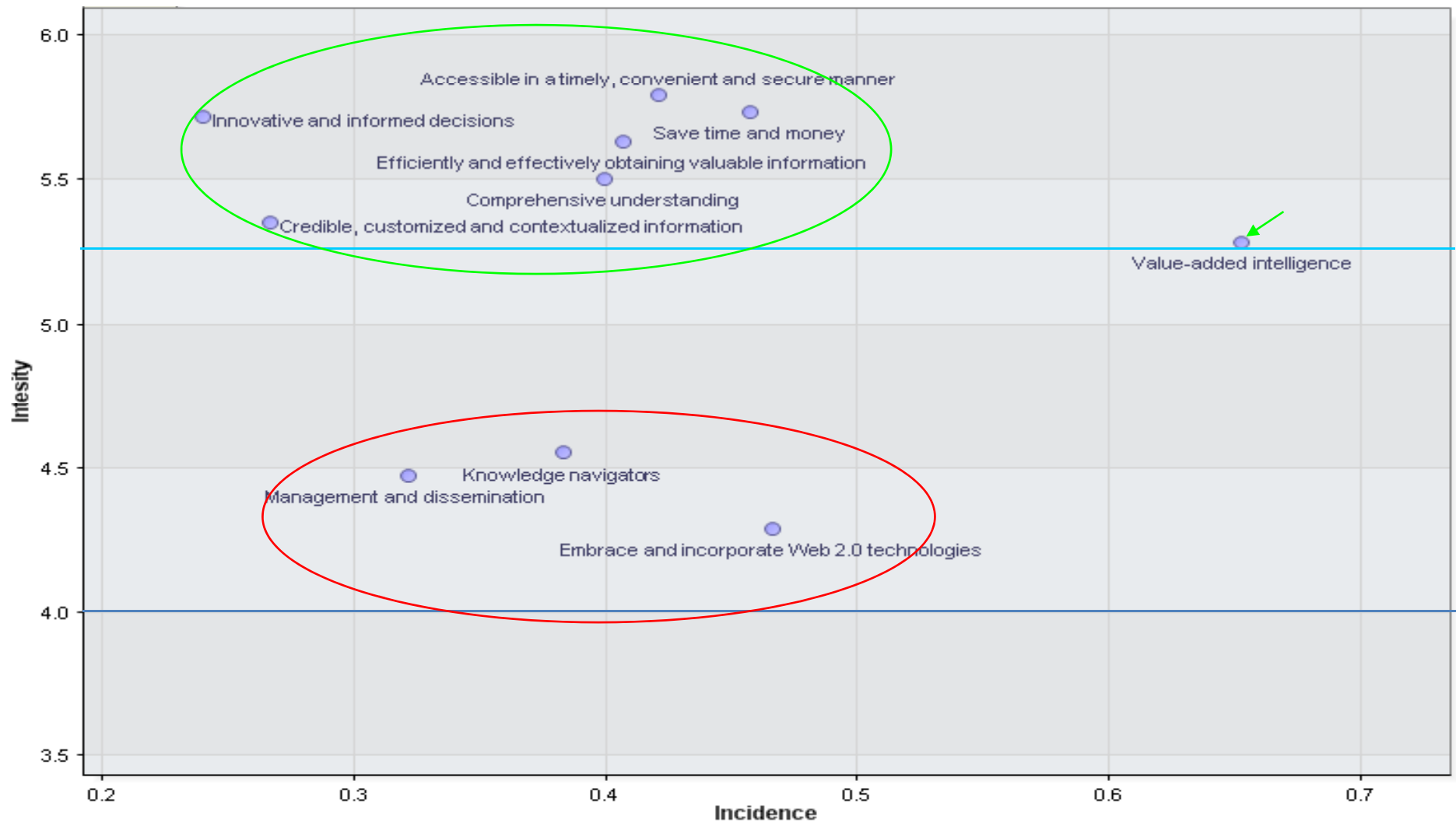
Respondents were asked to rate specific words and concepts



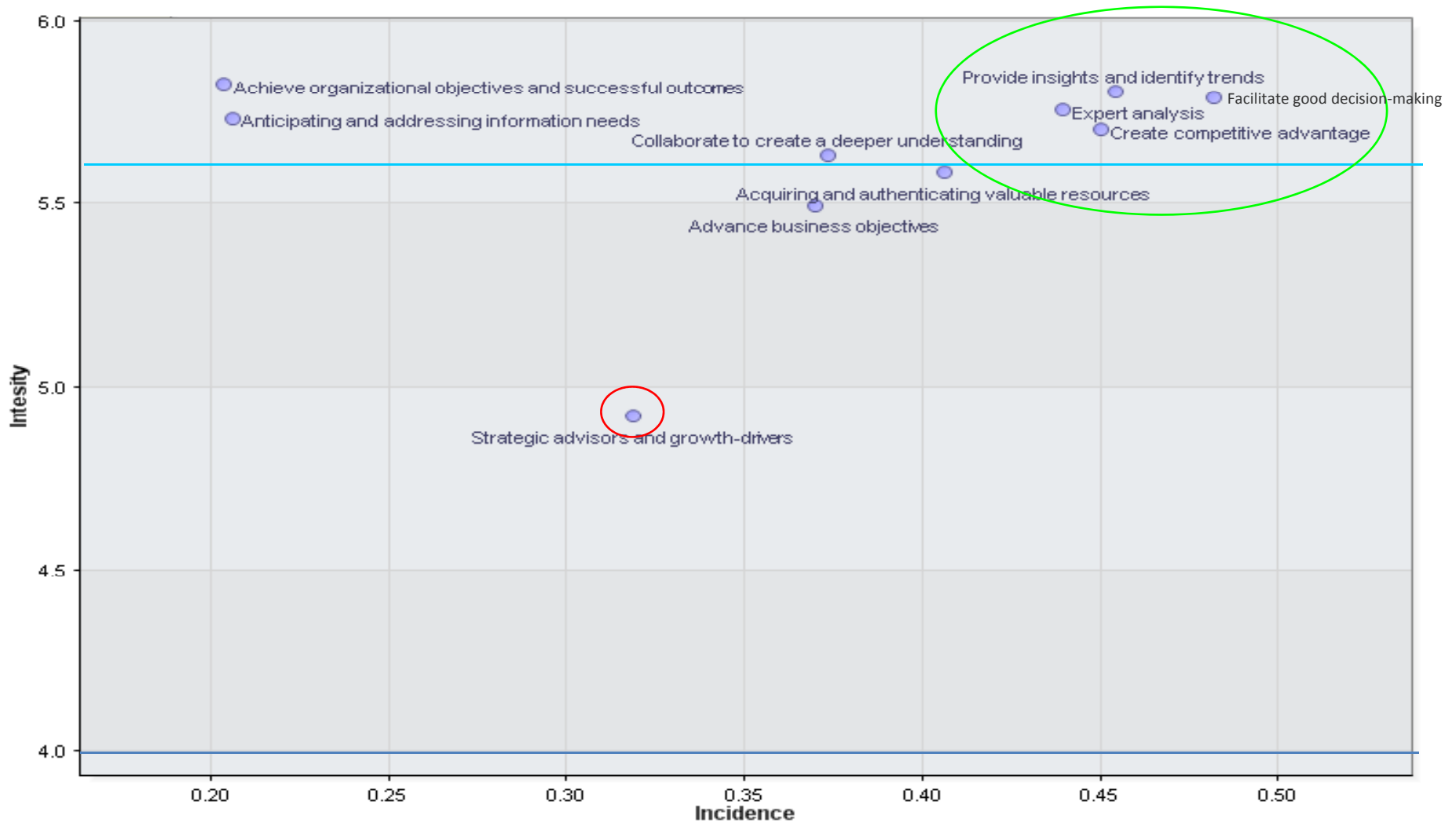
# #1: Continuous Learning and Expertise



## #2: Knowledge Navigators/Value-added Intelligence

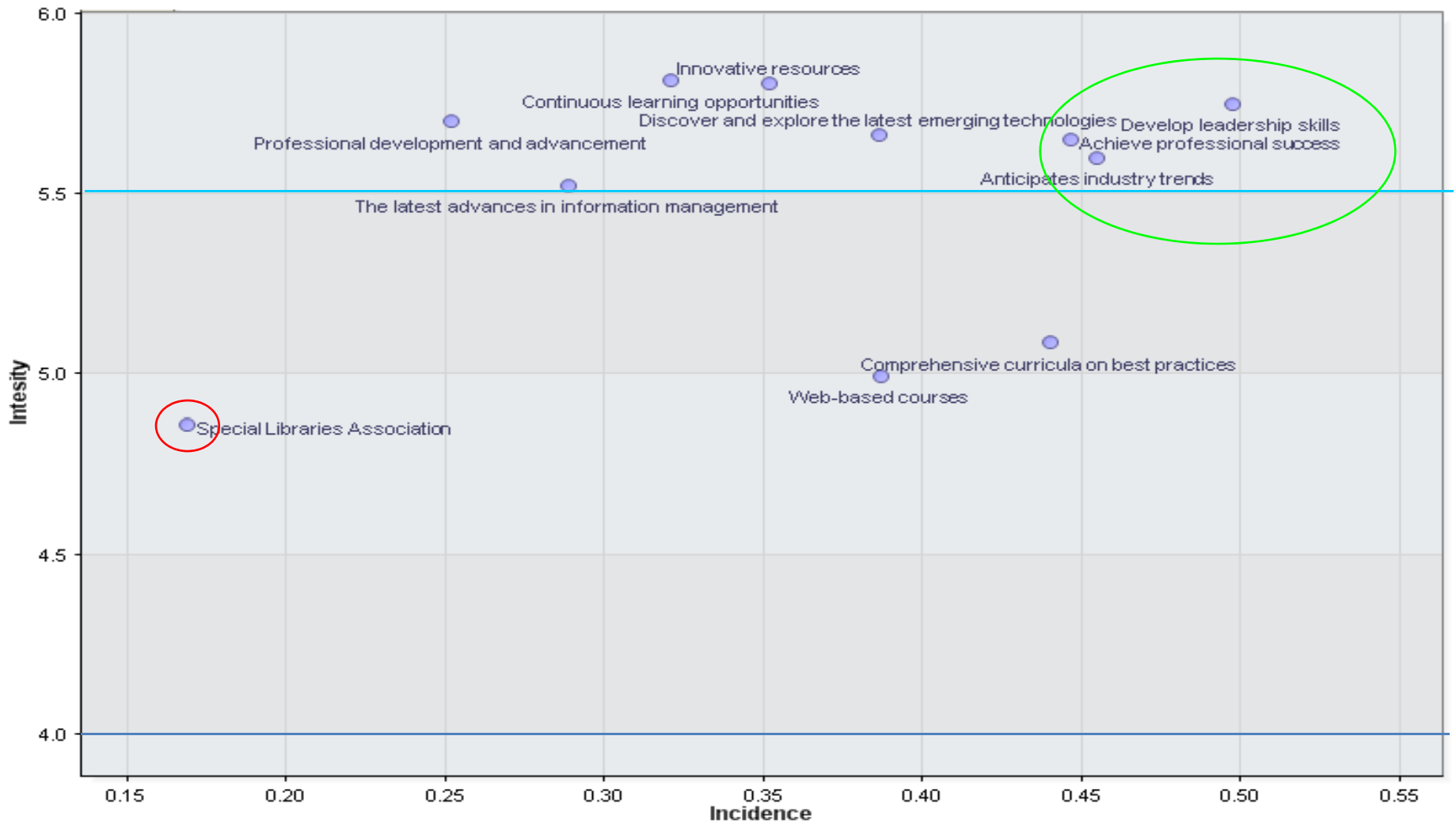


# #3: Strategic Advisors/Growth Drivers

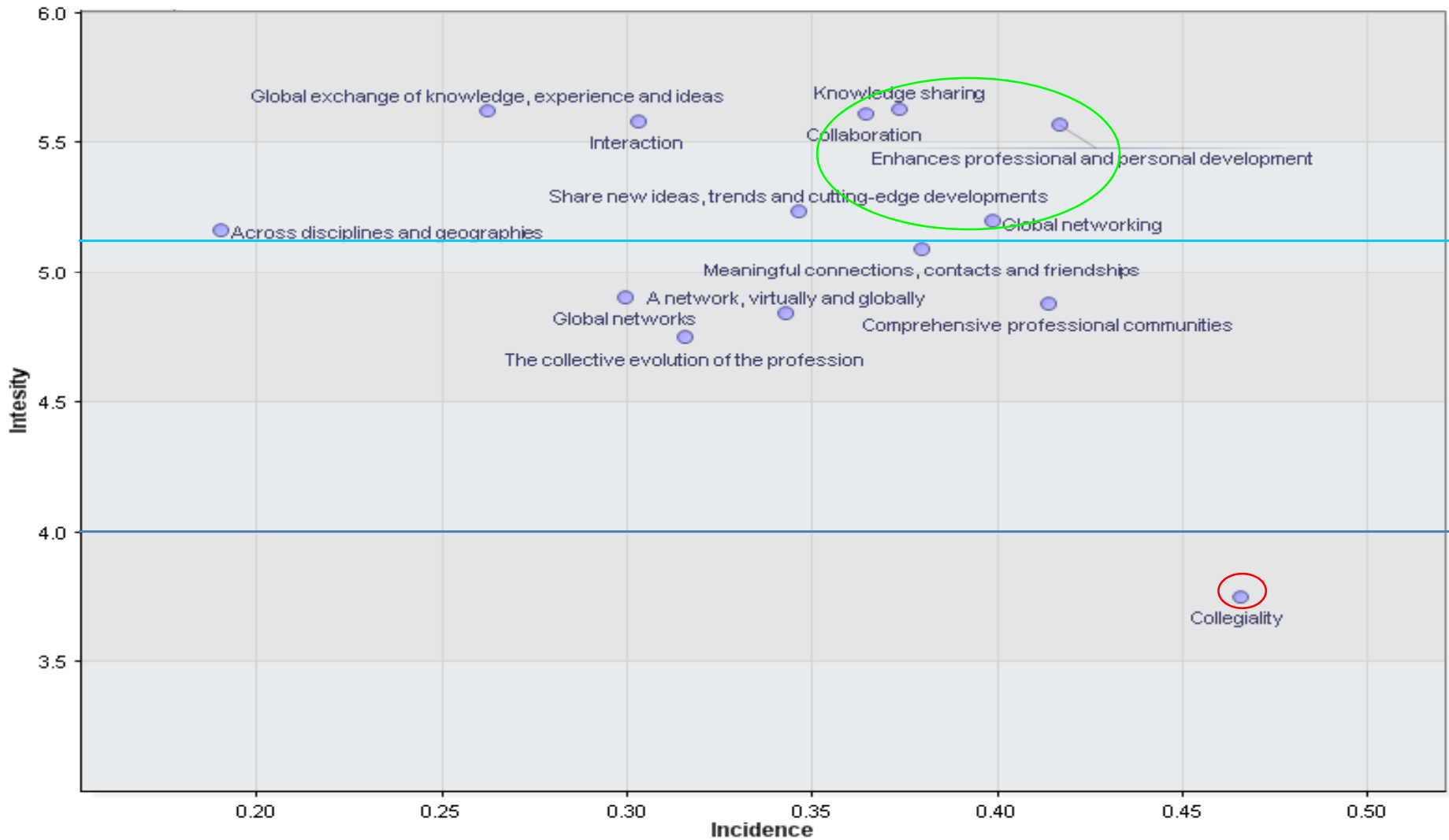




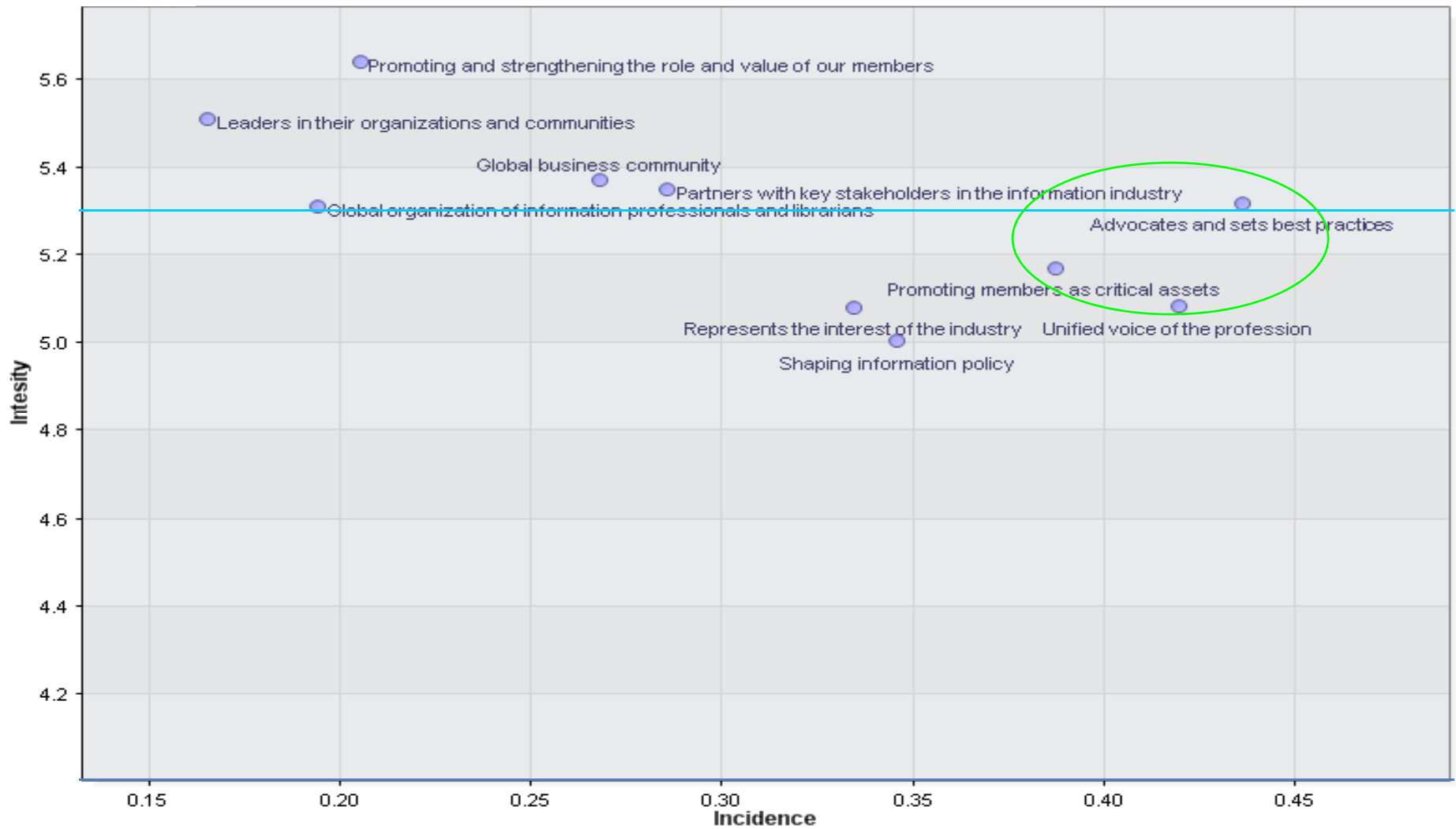
# #4: Prof. Development/Advancement



# #5: Networking/Personal & Prof.Connections



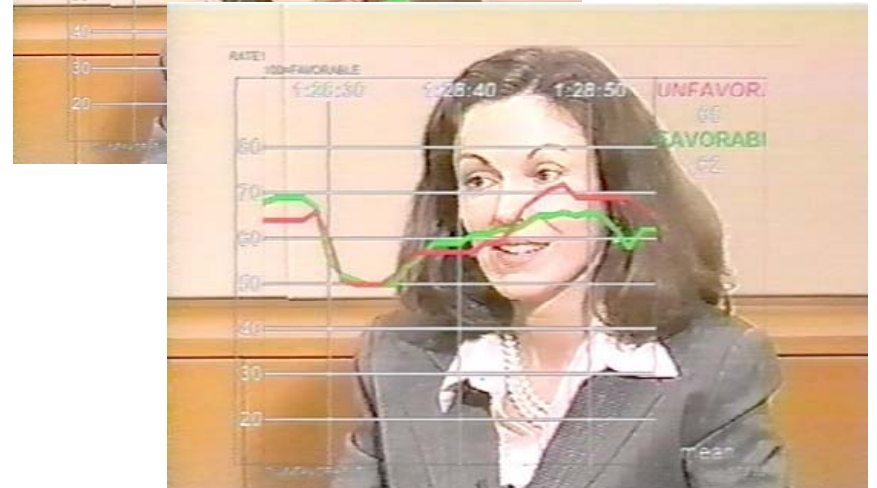
# #6: Champions of the Profession



# Translate

## Instant Response Dial Sessions

- Sessions in Washington D.C. and Toronto, Canada
- Corporate executive participants (VP-level and above)
- Information profession participants (members and potential members)



# Methodology

- Aggregated data from alignment survey and language exploration
- Refined positioning and key messages
- Taped Q&A sessions of key influencers and new messages
- Conducted dial sessions to measure current language against new language



# Five Key Findings

1. Promote vs. defend value-driven benefits
2. *Knowledge* is the bridge between information and action
3. Evolution, not revolution
4. The “suite” spot—appealing to corporate executives
5. The “L” word

# Positioning the Profession

Knowledge-sharing

Competitive advantage

Bottom-line benefits

Critical assets

Critical assets

# Positioning the Association

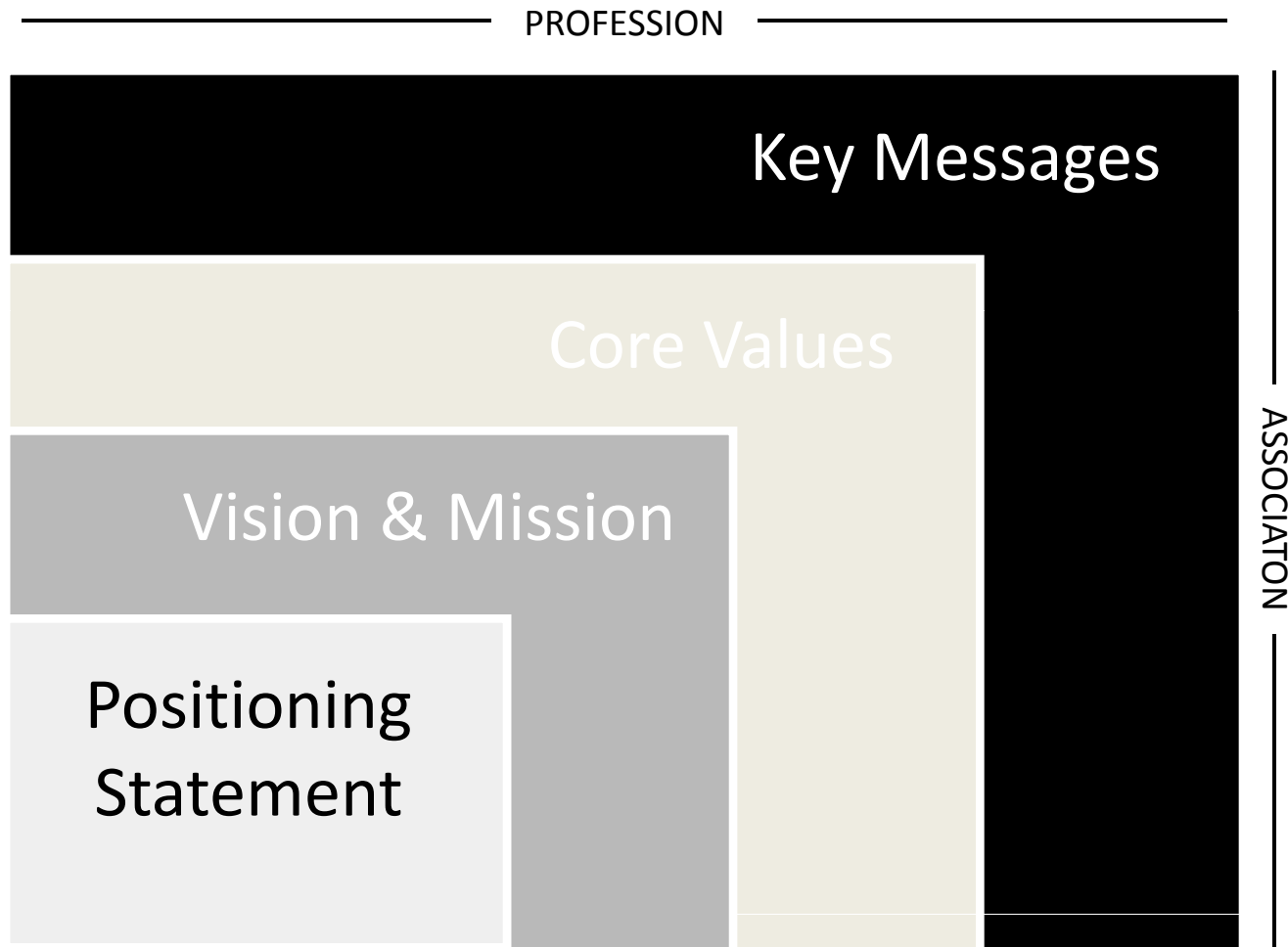
Professional success

Global networking

Advocacy



# Communications Framework



# Positioning Statement

[SLA] is an international community and the leading voice for the advancement of the information profession.

We empower members to achieve professional success within their organizations by providing continuous learning opportunities.

We create a culture of knowledge sharing through global networking to exchange information, innovative ideas, insights and trends.

We champion the value of information professionals as critical assets who provide value-added intelligence that facilitates good decision-making and creates competitive advantage for organizations.

# Vision & Mission

## Vision

[SLA] leads the information profession into the future by promoting its members as invaluable assets to their organizations. We will continually empower our members to be knowledge leaders who actively contribute to and drive the success of their organizations.

## Mission

[SLA] serves as the unified voice for the information profession, advocating its value, promoting best practices, creating knowledge sharing and global networking opportunities, and empowering members to become critical assets within their organizations through continuous learning.

# Core Values for the Profession

## Leadership

Ensuring that organizations have access to the information, insights and trends that facilitate good decision-making and create competitive advantage.

## Accountability & Results

Saving organizations time and money by providing value-added intelligence that is accurate, reliable and relevant.

## Service

Delivering expert information to our organizations in a timely, accessible and convenient manner.

# Core Values for the Association

## Continuous Learning & Prof. Development

Providing continuous learning opportunities to discover and master emerging technologies, develop leadership skills, and achieve professional success.

## Knowledge Sharing & Collaboration

Leveraging global networking opportunities to promote knowledge sharing and the exchange of information, innovative ideas, insights and trends.

## Advocacy & Empowerment

Serving as the unified voice for the profession, advocating its value, promoting best practices, and empowering members to become critical assets within their organizations.

# Key Messages for the Professional to Use

## Knowledge Sharing

Information professionals are accountable for gathering, organizing and sharing the right information for the best decisions. Information professionals further create a culture of knowledge sharing by educating colleagues on the best use of information sources.

## Global Networking

Through active global networking, information professionals promote the exchange of information, innovative ideas, insights and trends.

# Key Messages for the Professional to Use

## Competitive Advantage

Information professionals ensure organizations have the right information, insights and trends to make good decisions and gain competitive advantage.

## Bottom-line Benefits

Information professionals save organizations time and money by providing value-added intelligence that is accurate, reliable and relevant. We deliver expert information to our organizations in a timely, accessible and convenient manner.

# Key Messages for the Association

## Prof. development

[SLA] provides members with continuous learning opportunities to explore and master emerging technologies, develop leadership skills and achieve professional success.

## Global networking

[SLA] is the only association in the world that serves the international community of information professionals. We create a culture of knowledge sharing through global networking to exchange information, innovative ideas, insights and trends.

## Unified voice

[SLA] serves as the unified voice for the information profession. We advocate its value, promote best practices, and empower members to become critical assets within their organizations.



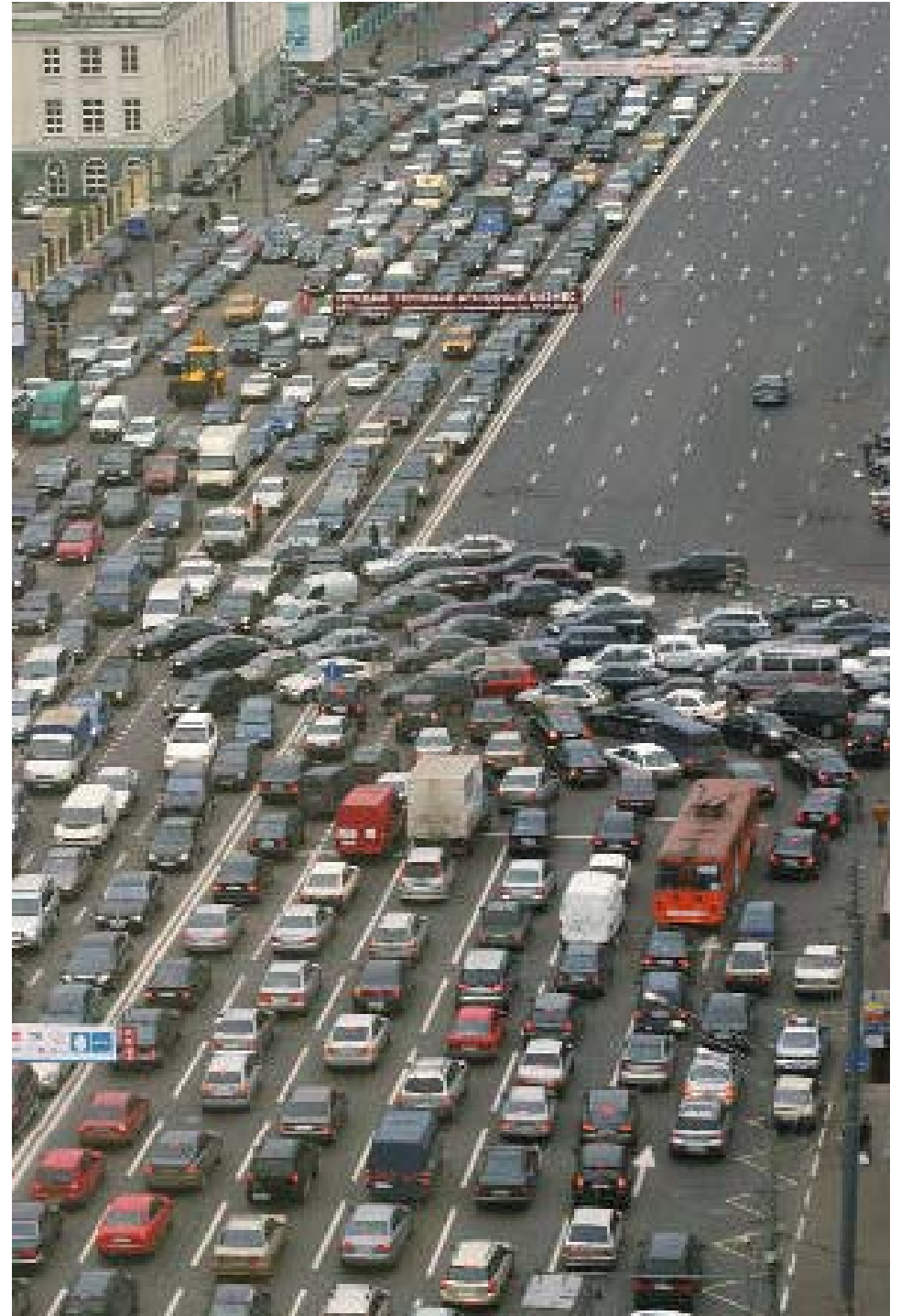


## Inventing the Future

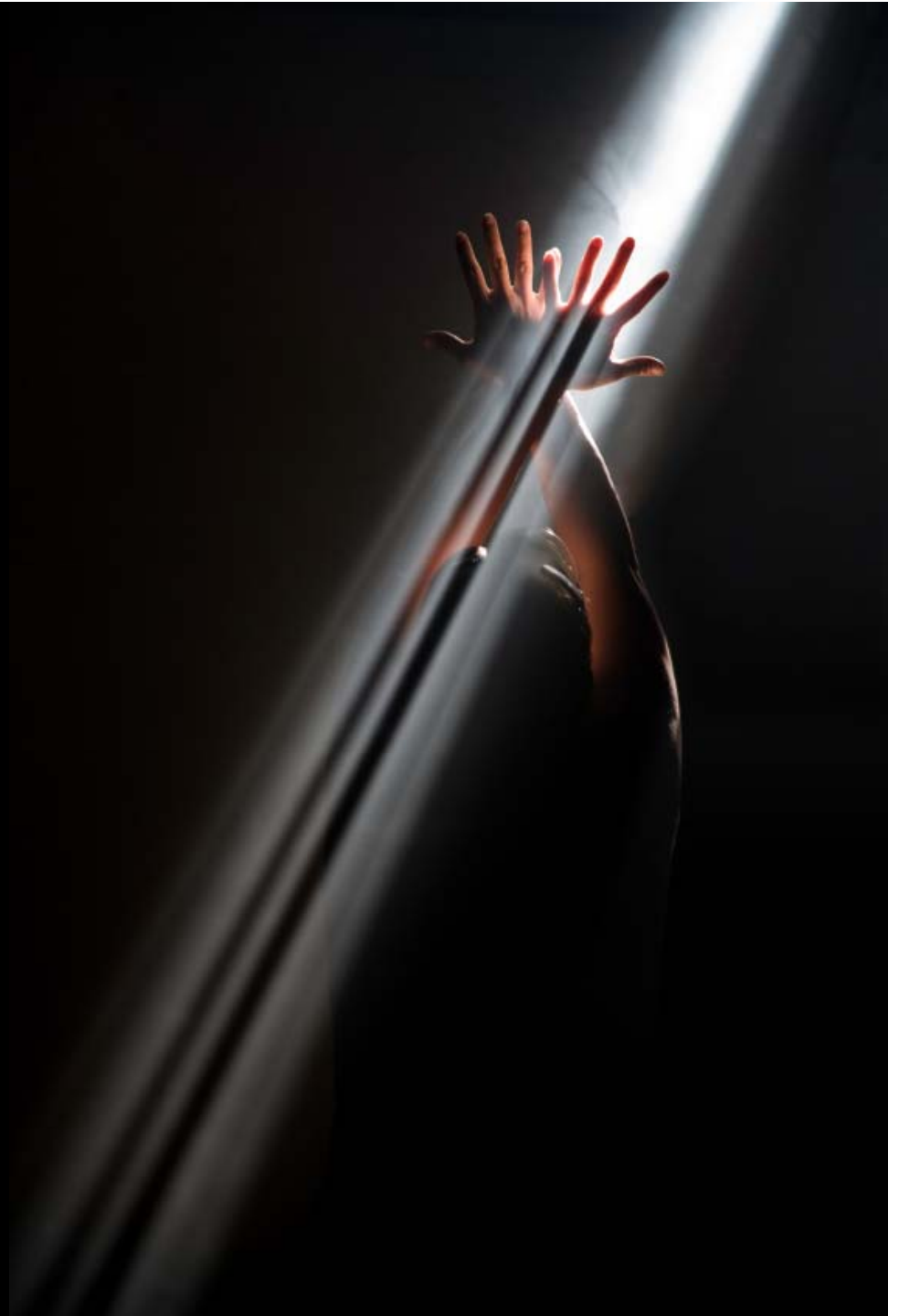
- How much time do you spend having a clear view of it?
- How is it shared with your colleagues and clients?



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



# Energizing The Information Profession



# Be the Change You Want to See



Focus  
on  
Impact  
and  
Value



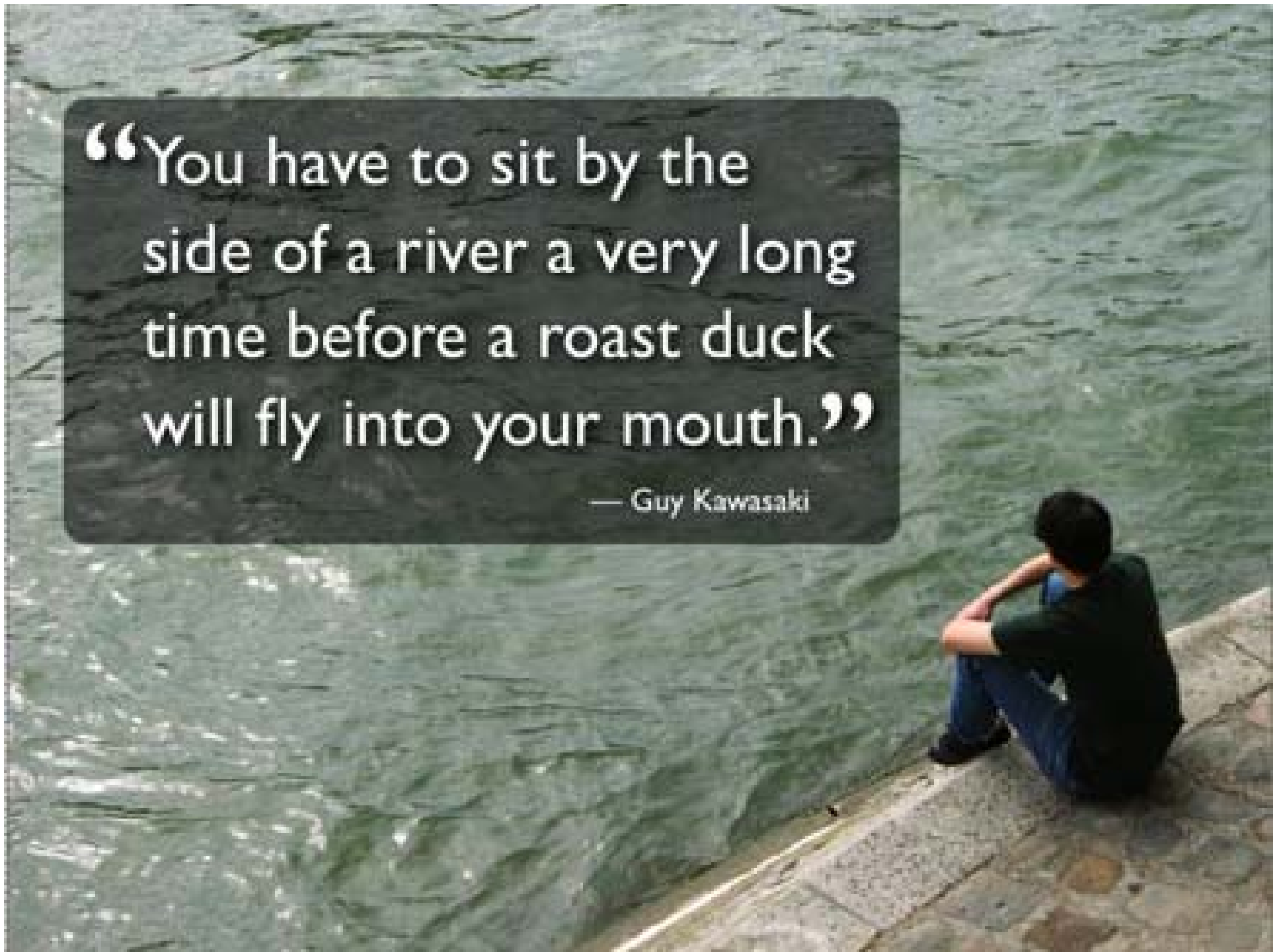
Be The  
Change We  
Want to See



A Third Path

“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







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

GET READY!



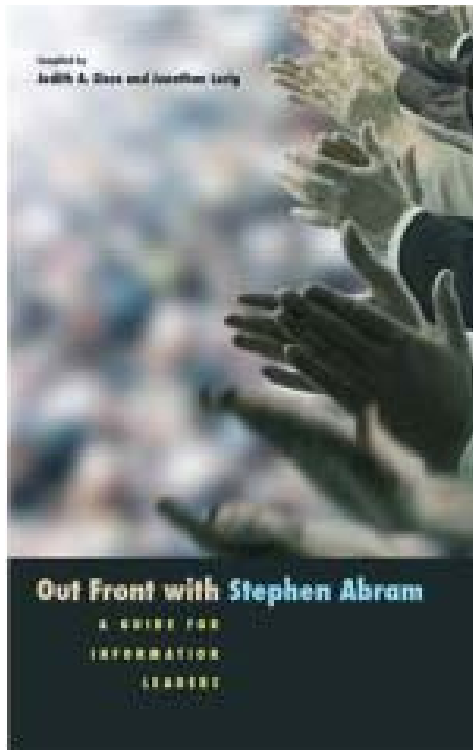
**SUCCESS**





# SLA Helps

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