

# Crisis of Confidence in the Corporate library

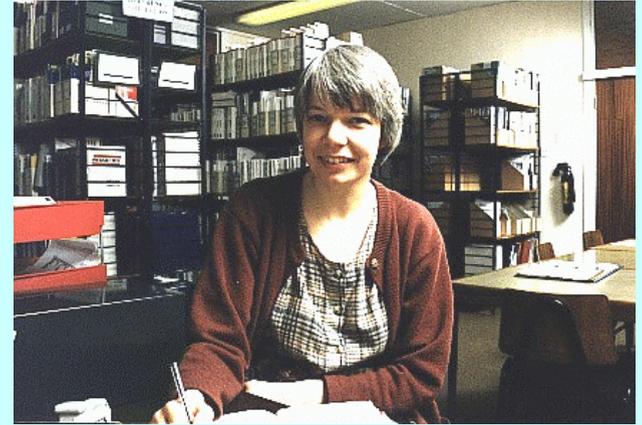
Lyndsay Rees-Jones  
Workplace & Solo Adviser



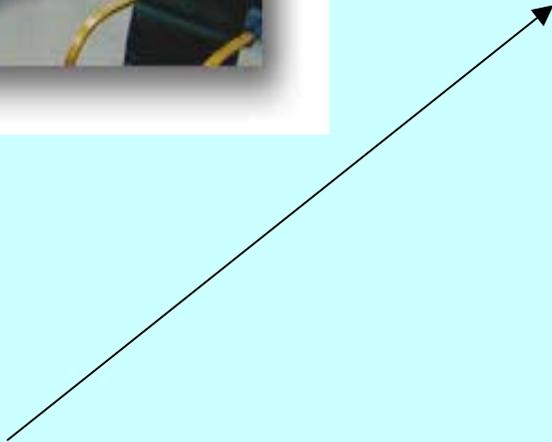
Chartered Institute of  
Library and Information  
Professionals

# Approach

- Who am I?
- Corporate (Workplace) library?
- Corporate librarian?
- Crisis?
- Do?
- Reasons to be cheerful
- Future?



Corporate  
libraries

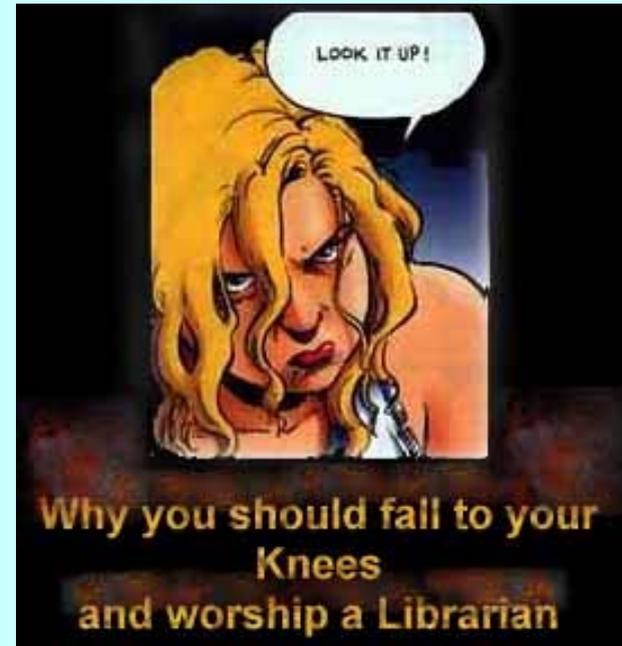
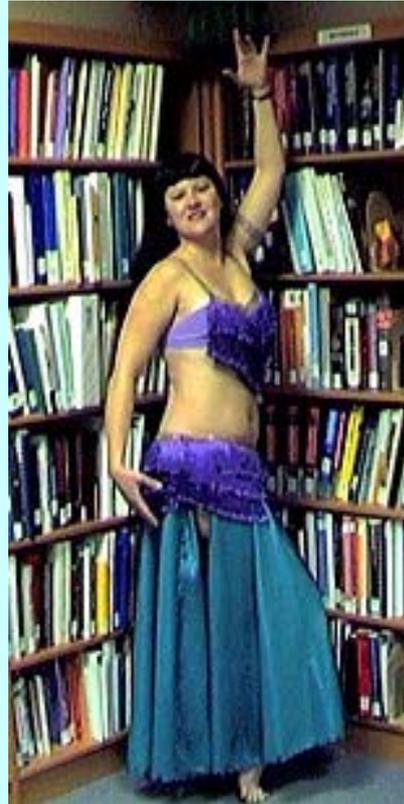




Corporate librarians?



# Corporate librarians?



Solos?



Solos?



# Crisis?

Why do we need libraries when we have the internet?

Libraries are for people who can't afford modems.

# Do?

Survival = Profile

Staying Visible, Vocal and Viable has never been so important. Librarians have one of the most demanding, but potentially most rewarding roles within an organisation. How do we continue to provide a high level of relevant and timely service and ensure that it's value to the organisation is recognised and has the right profile?

“Storytelling is far too powerful a tool to be relegated to the realms of bedtime fables or bar-room banter. It is how humans in fact make sense of the world. Once we accept that, we can start to use it to its full constructive potential.”

“Storytelling, far from being worthless, can do quite remarkable things, even in a change-resistant organisation.”

Steve Denning, Former Program Director, KM, World Bank.  
RSA Journal, 2/6 2002

Life is changing apace and we are not immune

It appears that whilst we have access to state-of-the-art systems, e-journals, e-books, in fact e-anything/everything, our working practices are stuck in a time warp, and one of the hardest things to change is people.

Reasons to be cheerful

“What is Knowledge Management (fondly known as KM to its followers) anyway? Think of it as a bar of soap because it is essential and slippery. If you use it sparingly you get predictable results. If you use it to nurture and feed your skin you may get a glowing result. But if you squeeze it too hard it leaps away from you. The harder you squeeze the higher it leaps and the more it eludes you.”

Nigel Oxbrow and Angela Abell, TFPL

"Getting ahead in a difficult profession requires avid **faith in yourself**. You must be able to sustain yourself against staggering blows. There is no code of conduct to help beginners. That is why some people with mediocre talent, but with great inner drive, go much further than people with vastly superior talent."

Sophia Loren [Italian Film Actress]

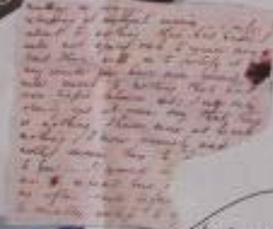
We can take you places

books

timely service



NEWS



Let us sniff out information for you!

What about the big picture?



# SAVE OUR COMPANY TIME AND MONEY



?



BE 

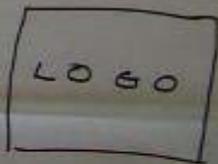
DONT RELY  
ON

STAY AT THE

**Chinese whispers**

**CUTTING EDGE**

USE YOUR LIBRARY



THE NEW BASES OF LIBRARIANS

Meet the new gang!



Funky chicks



LIBRARIANS  
WE BEND OVER BACKWARDS TO HELP YOU!

Upwardly mobile



Work in Progress

INSIDE INFORMATION

Keep up

Celebrate your Culture.



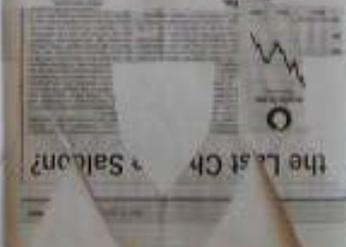
It's so easy to get open the door to a new world.

It's so easy to get open the door to a new world.

BOWLED OVER

A BREATH OF FRESH AIR!

It's so easy to get open the door to a new world.



With my pr... with a ten be... the Last Ch... Saloon?

EYE  
OPENER



Become

SUPPORTING

"I KNOW A GOOD DEAL WHEN I SEE ONE."

"A WINNER."



The smarter way

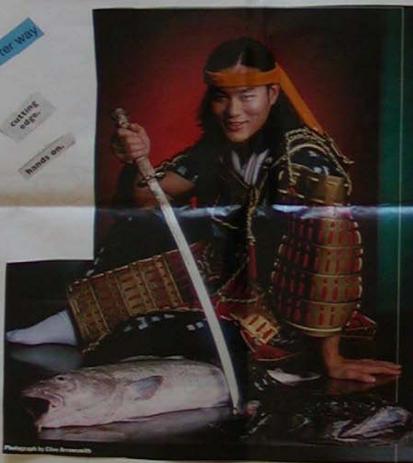
BEST

cutting  
edge

stand out

"TERRIFIC."

Inspirational



top  
working relationship

Elevate your expectations

BRILLIANT

Have you got what it takes to be a Librarian?

DO YOU USE YOUR  
LIBRARY???



I DON'T!



I DO!



**HELP!** Mr. White solves all your problems.

Just ... waiting ...



With expert handling you can avoid



**CLEVER DICK!**

tranquillity

INFO @ YOUR FINGERTIPS



IS CHILDS PLAY ... EXT 998 for help

Problems



Problems...



Solutions  
solutions!

Contact The Information Service ☎ 2367  
info@et.co.uk



SEEING CLEARLY

THE ULTIMATE ADVENTURE



Do you drive about...  
discovering the night

HEARING AID

A LITTLE POETRY AND  
SOME Sex and violence

Never mind  
The Sex Pistols,  
here's the books

SIMPLY  
THE BEST

Being a sea captain  
in Russia isn't what  
it used to be.  
BE A LIBRARIAN INSTEAD

Improve  
your position  
at work

NEW ORDER

A full and complete

Care necessities

10 things at  
ros

# A WHOLE NEW BALL GAME

Great performance.  
Ultimate control.



Know's  
HOW!

TRANSFORMING SERVICES

If you're looking for a safe bet.

## BUZZ!

C  
Y  
B  
E  
R

SHARP EYES?

Helping Consumers  
to help themselves

Could it already go to your head?

You try it. You decide.

C  
L  
I  
N  
I  
C  
S

Introducing

## GALAXY

a future we all want



**FLYING HIGH**

**Think electric**

Improving your world

Learn more. Earn more.



Notice Board

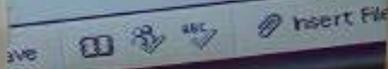


Image has been sorted

Everyone

Jenny Callendar wants a lift to T

22

Just send a message asking for a megaborn



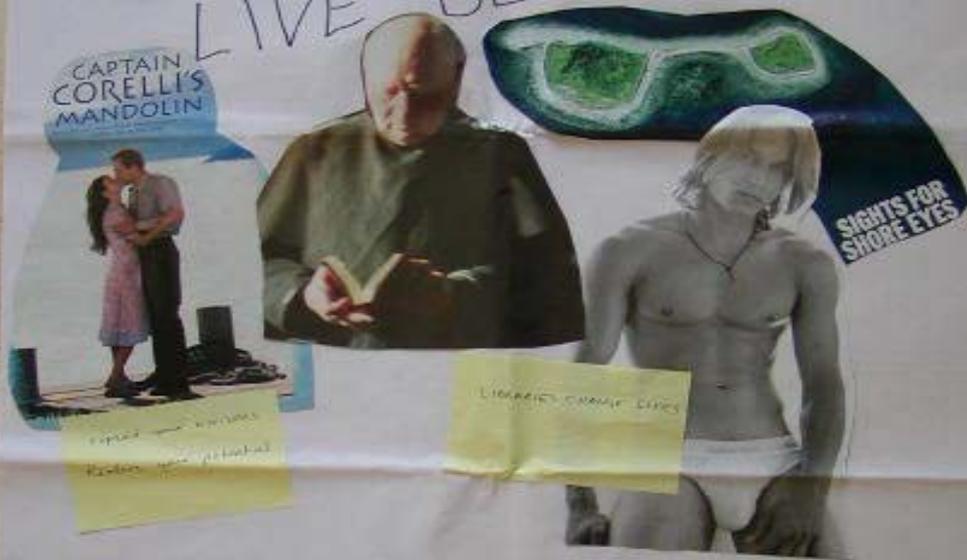
new books



LIBRARY ALL THIS AND MORE !!!



SAVE TIME,  
LIVE BETTER .....



THE BOTTOM LINE.....



USE YOUR LIBRARY

# LIBRARIES



↑ enabled life long STUDY



SAVE

choices  
**choices**

↑ PROVIDE



KEEPS YOU  
← PROUDIVE



**MIND**

↑ IMPROVE

↑ PROVIDE

brain food



Time for Leisure

MISSING

↓ FAST TRACK



Information

lift the lid of the library



We meet all needs!



SPEED



BUILDING  
BRIDGES

GOT A PROBLEM?

NEED A SOLUTION?



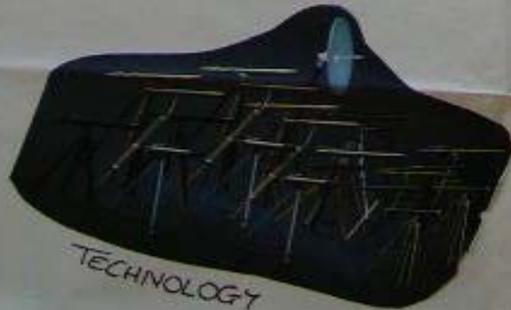
DYNAMIC

WHO DO YOU CALL??



SYNTHESIS

THE LIBRARIAN!



TECHNOLOGY



IN CONTROL

# THE INFORMATION TIMES

13 FEB 2011

STRANGE  
NEW  
WORLD



INTO THE SILICON



VALLEY OF DEATH

Paradise  
lost



Redefining an identity



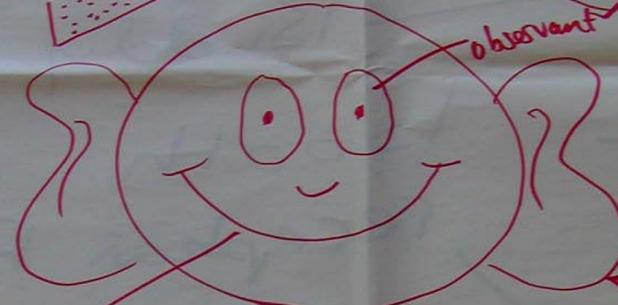
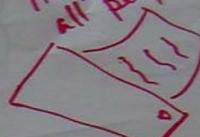
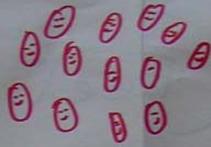
no one needs  
white elephant



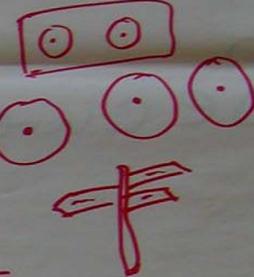
The future – vision...

Juggling all  
types of information

Helping  
all people



observant

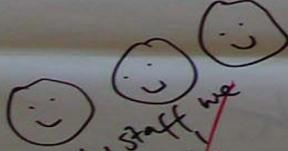


good  
listener

welcoming

Moving faster than  
the speed of light

Happy Staff we  
look after!



Used to dealing  
with the field of  
Knowledge and how to  
ask the right questions

good  
listeners

Well cut hair.

Contact lenses

Welcoming smile

Neat coordinated  
outfit



Kate's  
I-Mac.  
IT

# Dreams, Madness & Reality

## By Crawford and Michael Gorman

Debunk claims of an all-digital information future – at least for the foreseeable future.

They conclude:

- The use of books, magazines and newspapers is not in decline, but actually growing
- Monitors that are as easy to read as a printed page have not yet been invented
- Large scale digital conversion and storage of current print resources (given today's technologies) are impracticably expensive
- An all electronic library is not financially feasible
- There is no such thing as a "free" internet and computing isn't really getting less expensive

42?

We have all the  
answers

@ 6<sup>th</sup> floor  
answers@library.com  
@ your service



"The best thing about the future is that it only comes one day at a time."

Abraham Lincoln [1809-1865, 16th US President]

Marginal  
Librarian  
7-3

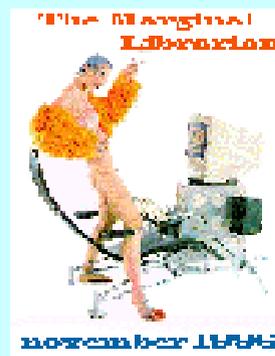
M  
Marginal 7.2



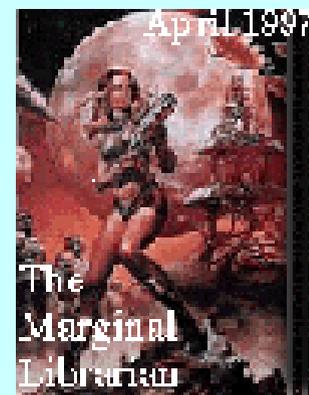
marginal  
librarian  
october  
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APRIL '98

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Librarian  
February 1997



MARGINAL  
LIBRARIAN  
82



The Marginal Librarian is the student on-line newsletter of the McGill Library and Information Studies Student Association.



[lyndsay.rees-jones@cilip.org.uk](mailto:lyndsay.rees-jones@cilip.org.uk)