CILIP Conference 2015
Bringing the information world together

Sponsored by

innovative
Adam Matthew
Tinder Foundation
CILIP UPDATE
facet publishing
Communicating your value: in a way that works

Mary Dunne

HRB National Drugs Library
Health Research Board, Dublin

July 2015
from Ancient Greek:
I have found (it)
Most important function of the library:

**Buyer:** “The library pays for resources I need, from academic journals to books to electronic databases”

**Figure 44**

Percent of respondents agreeing strongly with each statement, over time.

- Because faculty have easy access to academic content online, the role librarians play at this institution is becoming much less important
- Because scholarly material is available electronically, colleges and universities should redirect the money spent on library buildings and staff to other needs

---


Perceptions of perceptions

Curiosity ➔ Frustration ➔ Annoyance

EUREKA

Determination ➔ Ready for change ➔ Enlightenment!
A value proposition is a promise of value to be delivered.

It is a statement that explains:
• how we can solve stakeholders’ problems or improve their situation, and
• why they need us and not the competition.

http://conversionxl.com/value-proposition-examples-how-to-create/
fast, free online meeting hosting
and
custom marketing & analytics tools
only from Skyline
Value proposition process

Requires reflection on:

1. **Our community** – what do they value?

2. **Ourselves** – what is our personal and professional added value?

3. **Competitors** – who are they? What are our strengths compared to them?
Our stakeholders
Examples

- Funders / managers
- Authors / Contributors
- Suppliers / other partners
- Members / Potential members
Stakeholders – assessing what they value

- **Standards and corporate literature** – the language and messages from the mission, goals, and key indicators of your organisation and governing bodies.
  - Be 'at the table' when strategy is devised – when ideas are formed, problems and solutions are identified.

- **Research** – using surveys, analytics, interviews or focus groups.
  - Map the conversations of your community*.

- **Experience and inherent knowledge** – actively listen and reflect on what we know.

Profile key member groups: understand their contexts.

feature 1

Speak to your stakeholders about things they value.
Ourselves – the ‘what’

Examples

Provide space

Access to resources

Teach

Answer queries
Ourselves – impact

- Affective change
- Knowledge-based change
- Behavioural change
- Competence-based change

Ourselves – the ‘why’

- Provide safe spaces to share and create knowledge
- Inspire conversations and create connections
- Facilitate & motivate learning to maximise potential
- Enable our members to change & improve their lives
feature 2

Know how you add value, and be prepared to talk about it.
Our competitors?

Examples

Internet search engines

Physical & online spaces with collections

Volunteers & Administrators

Invisible librarians
feature 3

We must clearly and frequently articulate what we do that is different or better than others.
Focus your message

Your value proposition

What our stakeholders value

Our offering

Competitor offering
What do stakeholders want to achieve? (What do they value)

- **Students** – success, to learn, create knowledge, attain chosen career…
- **Faculty** – teach (fulfil curriculum), successful students, status, respect…
- **Researchers** – reputation, originality, intellectual safety and honesty…
- **Health practitioners** – safe, effective practice and continuing professional development…
- **General public** – to learn, create, share, meet others, participate, opportunity, control…
- **Politicians / funders** – credibility, fulfil their mandate, to be associated with success, return on investment, economic development …
What is our value in the process?

For health care practitioners

We…

• **motivate** the use of evidence in practice through active engagement and adaptation of resources to match need;

• **build capacity** by engaging with senior managers to create an environment which enables implementation of good practice;

• **facilitate** practitioners to develop the skills and competencies required to reach their full professional potential and implement effective practice;

• **guide** practitioners through each stage of the research process with personal help and support, so credible evidence can underpin decisions;

• **encourage** sharing of locally-based research and information that increases relevance and motivates positive change;

• **enable** those who take care of the vulnerable to feel confident in their approach by providing sources of clear, understandable guidance;

• **connect** members with relevant resources designed to fit varied learning styles and activity;

• **empower** practitioners to take control of their professional development, so they can skilfully invest their time and energy.
Our statements

Members - We will help you connect with the people and resources you need for best practice.

Funders - We help improve people's health by motivating and facilitating effective, evidence-informed practice.

We use our in-depth subject knowledge, technical skills and relationships with suppliers to match our members’ needs with the most appropriate resources. And our personal guidance ensures they will be used to their best capacity.
Communicating our statements

• **Website** – homepage and other resource pages.

• **Promotional material** – brochures, bookmarks, flyers, banners, social media etc.

• **Corporate literature** – annual reports, reviews, and marketing plan.

• **In-person** – lift/elevator speeches, introductions, and job interviews.
And finally….  

• Ensure you hear your community – what do they value?
• Understand your worth through active reflection
• Remind the world that what we do has special value
• Extract what you want to say
• Keep telling your story
• Achieve your professional potential
In today’s world longer invisibility leads to permanent disappearance, but......

If we continue to value ourselves personally and professionally, then all else becomes possible

Bibliography:

Library messages:

Value propositions:
• DiMattia (2011) Advocacy and image: partners in creating a value propositions, Information Outlook, 15(2), 14-16.
Register your interest