

100% Staff Buy-In?

It IS Possible: 10% at a time!

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**Brampton
Library**

How well is Your Library Mission/Vision being supported and actively promoted by your staff?

Bring people, information and ideas together to enrich lives and build community.

Seattle Public Library

Building 21st century literacies, lifelong learning, and community connections.

Burlington Public Library

Inspiring connections!

Brampton Library

Recognized as the world's leading library by informing and inspiring Toronto and its communities, making us all more resilient, more knowledgeable, more connected and more successful.

Toronto Public Library

Provides free and easy access to information, ideas, books and technology that enrich, educate and empower every individual in our city's diverse communities.

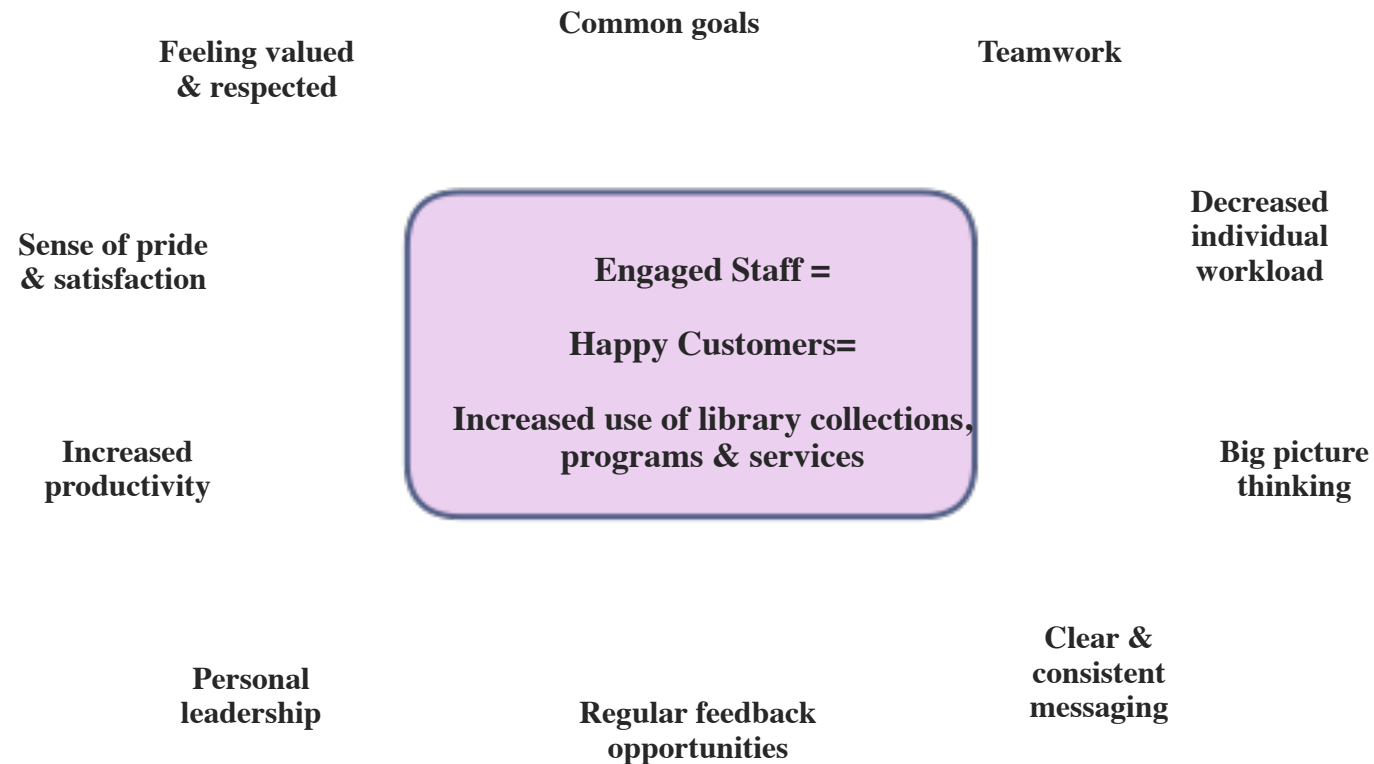
Los Angeles Public Library

Just imagine...

An ideal world of 100% staff engagement at your library



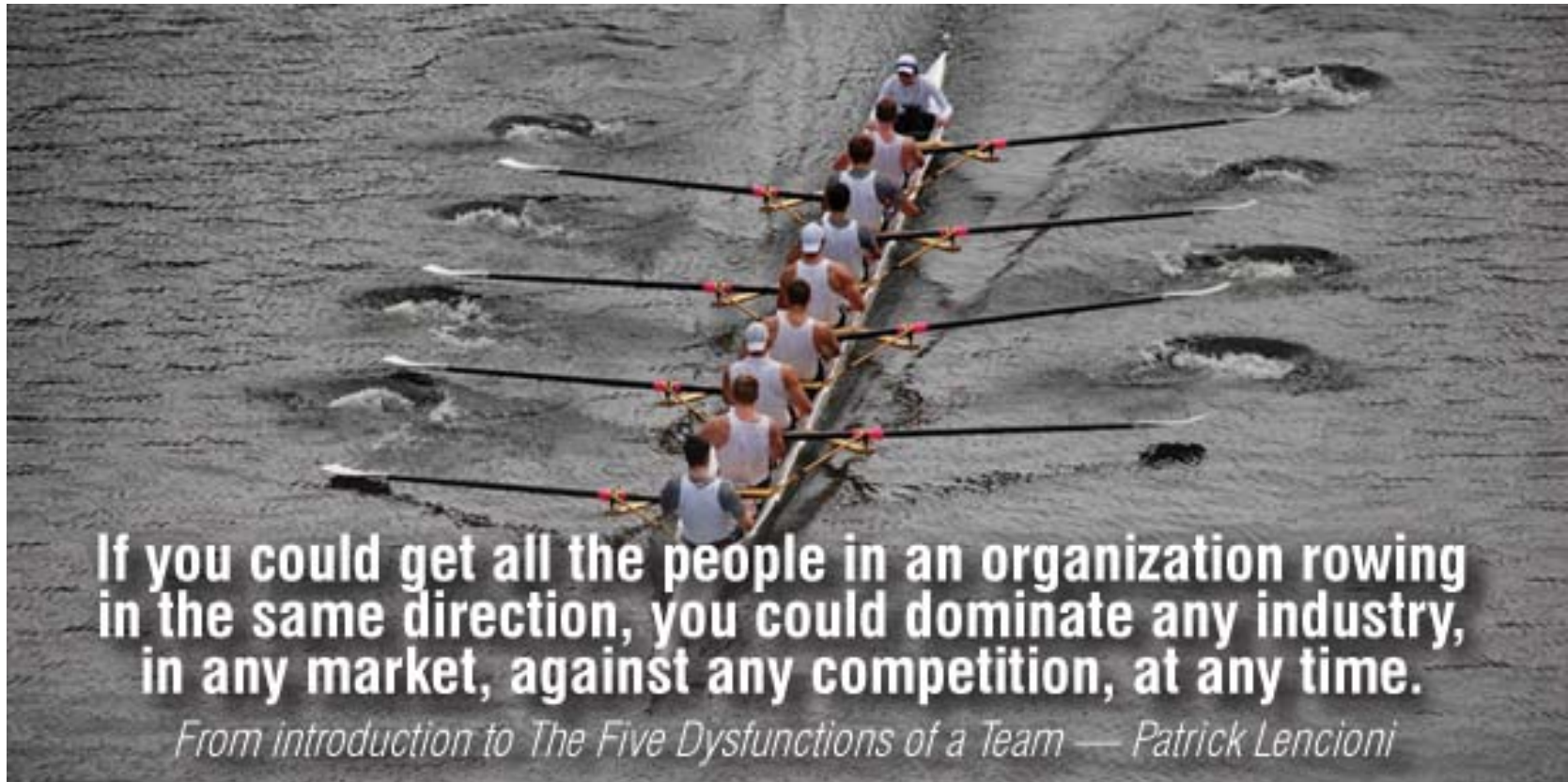
What does staff buy-in look like?



Agenda

- **What does staff buy-in look like?**
- **The reality of staff buy-in**
- **Ongoing challenges**
- **Sharing our stories:**
 1. Chromebook Confusion – “It’s just a laptop, right?”
 2. Headset Headaches – “Why are we wearing these, again?”
 3. Merchandising Madness – “We just display books, right?”
 4. Collections Conundrum – “We just order books, right?”
- **When staff don’t buy in – what can we do?**
- **Top three takeaways**

The reality of staff buy-in



If you could get all the people in an organization rowing in the same direction, you could dominate any industry, in any market, against any competition, at any time.

From introduction to The Five Dysfunctions of a Team — Patrick Lencioni

The Three Types of Employees

1

ENGAGED employees work with passion and feel a profound connection to their company. They drive innovation and move the organization forward.

2

NOT-ENGAGED employees are essentially “checked out.” They’re sleepwalking through their workday, putting time -- but not energy or passion -- into their work.

3

ACTIVELY DISENGAGED employees aren’t just unhappy at work; they’re busy acting out their unhappiness. Every day, these workers undermine what their engaged coworkers accomplish.



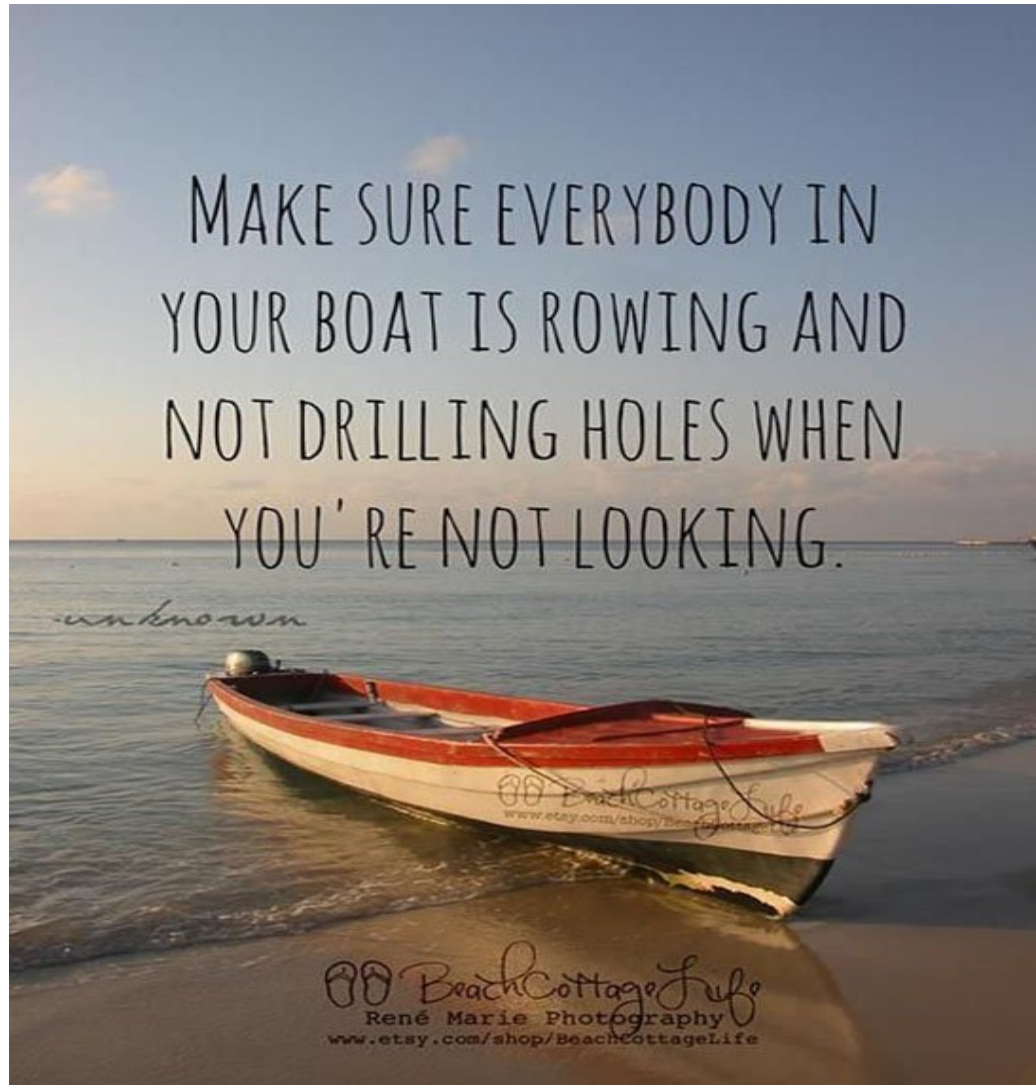
Our ongoing challenges

- Disengaged staff (at any level)
- Lack of vision and common goals
- Lack of communication
- Lack of support

MAKE SURE EVERYBODY IN
YOUR BOAT IS ROWING AND
NOT DRILLING HOLES WHEN
YOU'RE NOT LOOKING.

unknown

BB BeachCottageLife
René Marie Photography
www.etsy.com/shop/BeachCottageLife

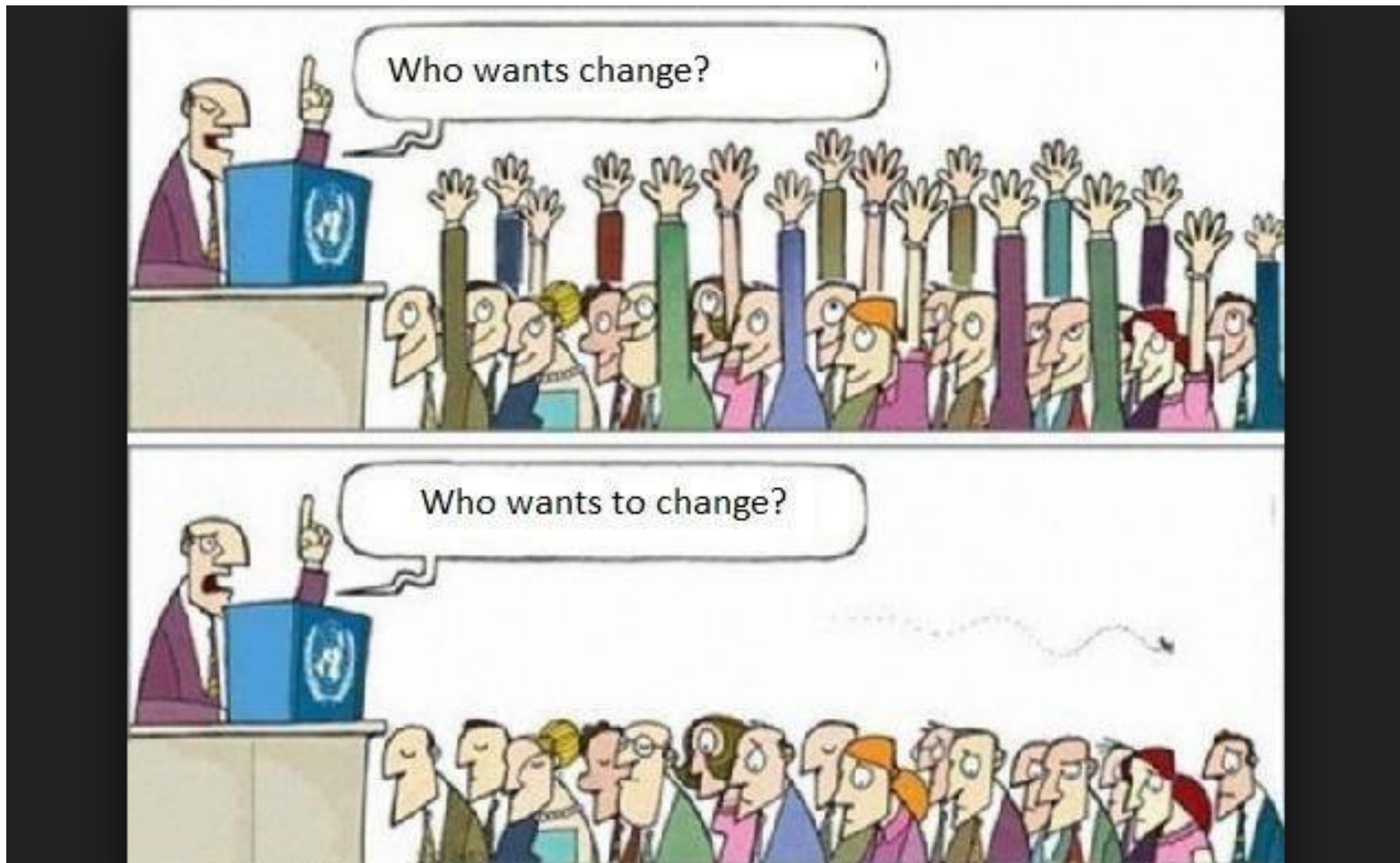


5 steps to successful change and engagement:

- Lay out the vision
- Personalize tasks
- Follow up
- Nip resistance in the bud
- Be prepared to change the change



“Involvement encourages individuals to embrace change, in spite of the work it entails, because they have personal ownership.” Torben Rick



It's all about communication, trust and respect

“A great workplace is not a program, an initiative or a policy; it happens when you create and reinforce a sense of trust with every communication, every decision and every action.”

(A Special National Report for the Great Place to Work Institute Canada, G&M
Thursday, April 19, 2012)



**think
big**

Big Picture Thinking

One of the 12 essential needs identified by staff is a clear understanding of how one's particular job contributes to the company's "reason for being."

(Gallup Q12 Employee Engagement Survey)



Our Story: Technology Challenges

“Going GaGa for Google”

- Migration to Google
- Chromebooks
- Google+

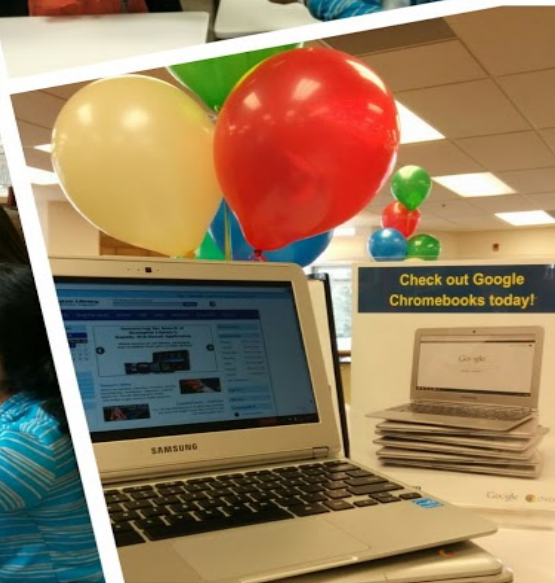


Chromebook Confusion

“It’s just a laptop, right?”

- Christmas comes early
- Staff engagement program
- Pre-planning and preparation – training
- Public launch
- Messaging and communication
- Support and follow-up
- Lessons learned





Security Stress and Headset Headaches

“Why are we wearing these, again?”

- Communication
- Teamwork
- Personal leadership
- Ongoing support
- Ongoing training







**TAKE
ACTION**

Merchandising Madness

“We just display books, right?”

- System-wide initiative
- Teamwork and 100% staff buy-in
- Personal leadership
- Ongoing support
- Communication
- Ongoing training
- Fun!



Merchandising Toolkit Site

Search this site

NAVIGATION

[HOME](#)

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HOMEWORK](#)

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[SYSTEM-WIDE THEMES](#)

[GREAT IDEAS](#)

[COLLECTION MANAGEMENT
TOOLKIT](#)

[MERCHANDISING MESSAGES](#)

Home

Welcome all to our Merchandising Toolkit Site!

Our Words for Merchandising:

- impact
- attractive
- appealing
- clutter-free
- art
- timely
- motivational
- powerful
- connecting
- fun
- eye-catching
- talks to me
- intriguing
- inviting
- product
- relevant

CYRIL CLARK APRIL 2016

Cyril
Clark
April
2016







Collection Conundrum

“We just order books, right?”

- Digital product launches
- collectionHQ rollout







How are we bridging this divide?

- Branch involvement with collections-related initiatives
- Regular presence at the branches
- Collections Training Site
- Attendance and active participant at many meetings
- Ongoing postings via intranet
- Presentations

Collections Story #1: Digital Product Launches

Before:

**Posted
announcements on
new digital products**

**Links to support
information and
contacts**

Collections Story #1: Digital Product Launches

Outcome:

**Limited input from
frontline staff**

Loss of momentum

**Frontline staff not
aware of product**

**Low staff
engagement**

Lack of commitment

**Disconnect between
teams**

**Inconsistent
messaging**



Collections Story #1: Digital Product Launches

Now:

Librarians work as a team to develop a strategy for launch day

Branch Librarians involved in planning and delivery

Branch Librarians involved in training frontline staff

Selection Librarian coordinates demos across system

Teamwork persists after launch day


Collections Story #1: Digital Product Launches

Outcome:






Collections Story #2: collectionHQ rollout

 data. insight. solutions.

Select ▾ | Manage ▾ | Promote ▾ | Evaluate ▾

 **MANAGE Fiction**

Grubby Items Refresh - A Branch Action Plan of Items that meet Grubby criteria and may be inspected. Items may be removed, replaced using the transfer tools or shelf life extended

▸ Collection Maintenance

▸ Collection Demand

▾ Collection Refresh

Grubby Items Refresh

Dead Items Refresh

▸ Collection Removal

▸ Collection Rebalance

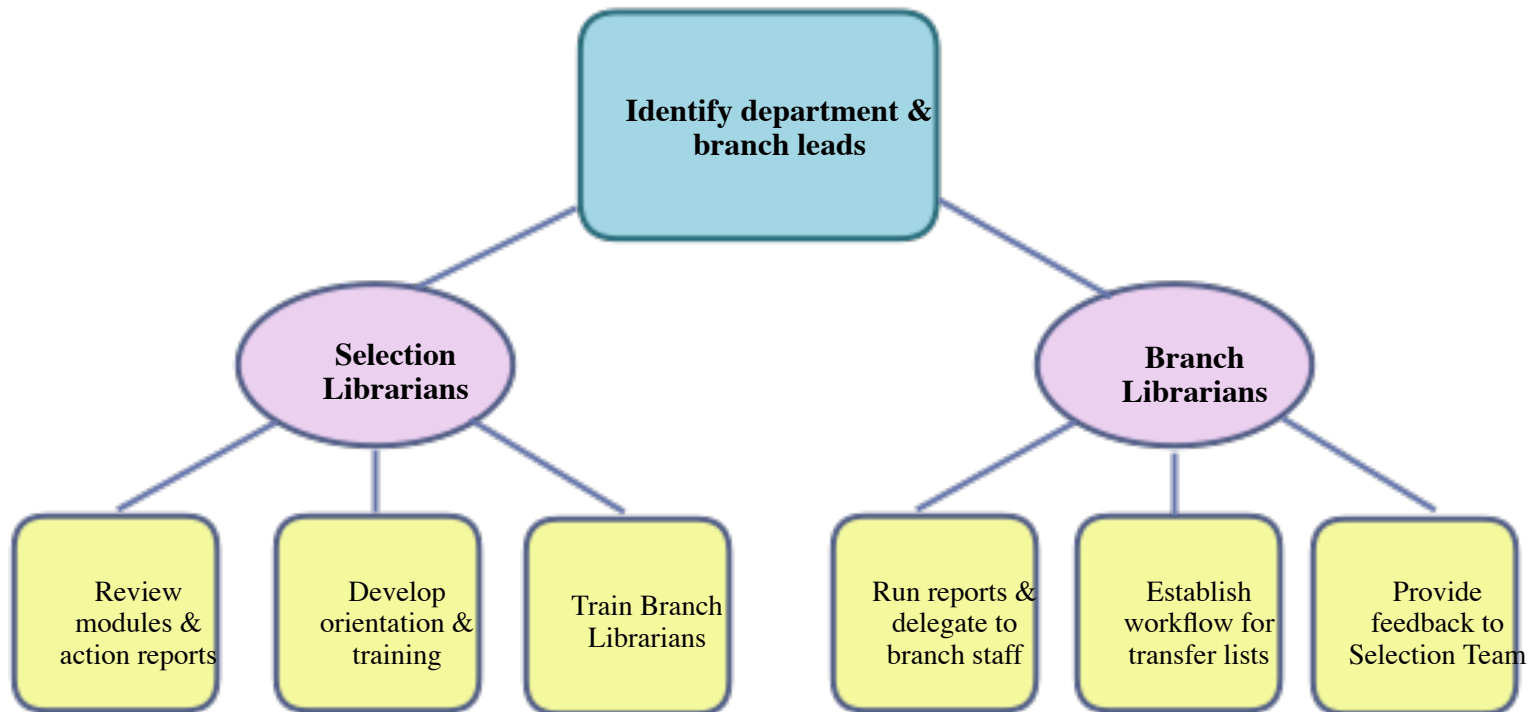
▸ Collection Action

< Grubby Items Refresh

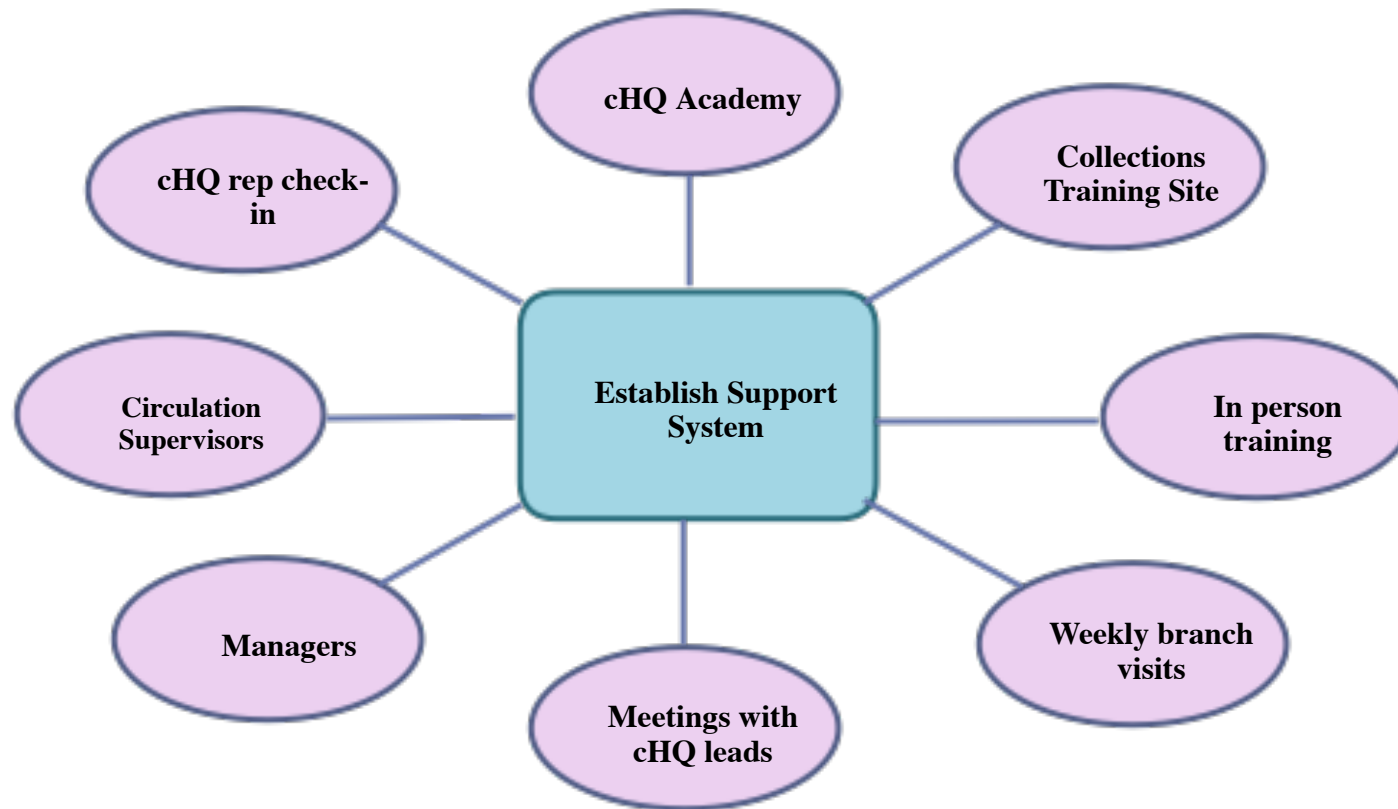
Dataset Name	02-Jan-2017	▾
Region Name	All	▾
Library Name	Chinguacousy	▾
Collection Code	All	▾
On Shelf	Yes	▾
Restrict to Format Groups	Yes, restrict to titles of the same fo	▾

Run

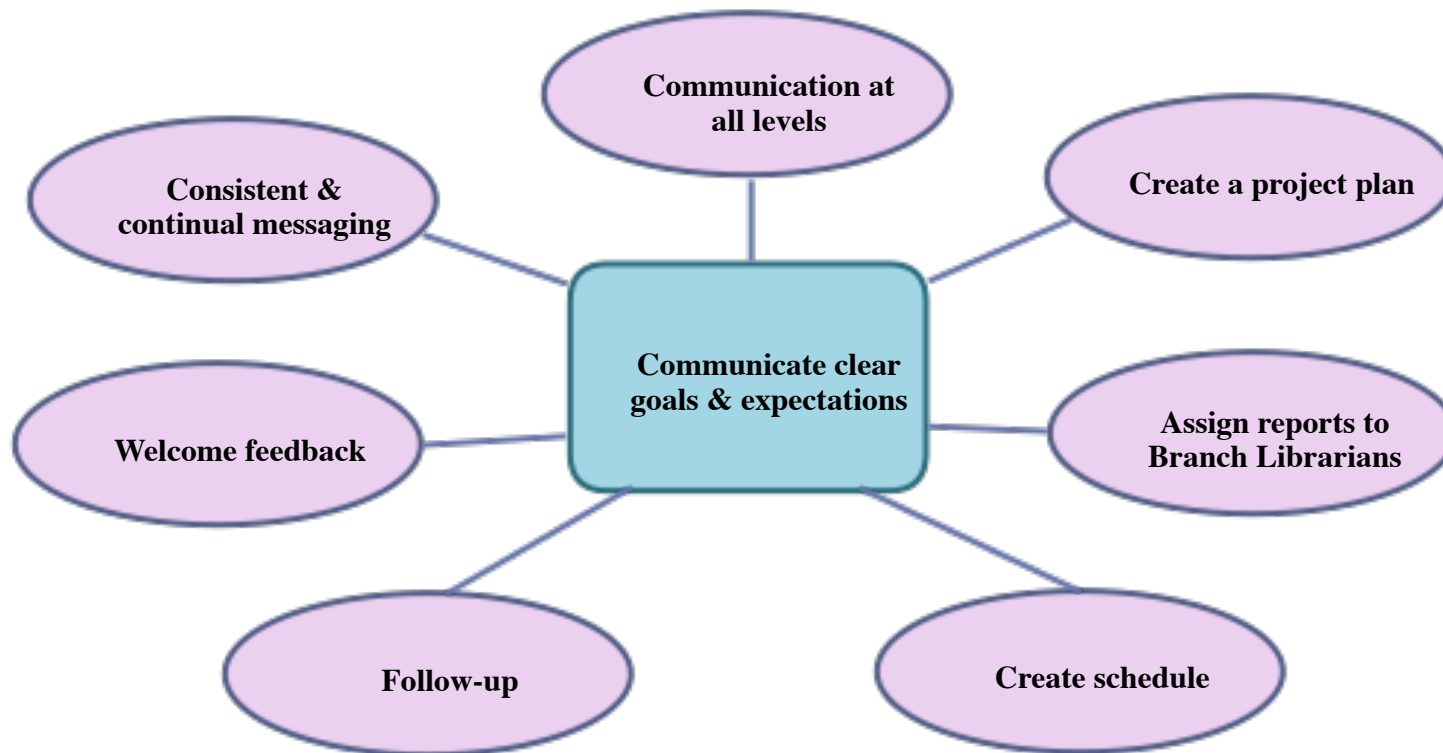
Collections Story #2: collectionHQ rollout



Collections Story #2: collectionHQ rollout



Collections Story #2: collectionHQ rollout



Collections Story #2: collectionHQ rollout

**Collaborate & share on
problem solving**

**Acknowledge
accomplishments**

**Provide constructive
feedback**

Have Fun!

When staff DON'T buy-in – What do you do?

- Make expectations clear
- Immediate action
- Regular follow-up
- Peer pressure
- Performance management



Top 3 Takeaways:

1. Common Goals

- Big picture thinking
- Align projects with strategic and operational goals
- Establish project plans and timelines
- Regular check-in with team members



Top 3 Takeaways:

2. Communication

- Why is it so hard?
- Clear goals and expectations
- Transparency – share the info
- Effective and active listening
- Timely delivery
- Consistent and constant messaging.....

Repeat, Repeat, Repeat



Top 3 Takeaways:



3. Support

- Staff aware of the value they provide to Library Strategic Vision
- Management having a presence, using focused listening skills
- Ongoing review and feedback with a team focus
- Staff involvement – use of everyone's strengths and skills
- Staff recognition – from Managers and from peers
- Leadership development at all levels

What is one thing you are going to do differently?



Forbes

Quote of the Day:

“When you believe in something, the force of your convictions will spark other people’s interest and motivate them to help you achieve your goals.”

-Richard Branson

Contact Us!

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