Creating Organizational Values

Using a staff-led approach

Oakville Public Library

Hello!

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Why now?

We were already giving exceptional customer service.

Missing links:

- A framework to outline, formalize and standardize our approach

- A way to celebrate and acknowledge the good work we do

Goals & Objectives

Creating Aligned Service

- **Objective**: A consistent customer service experience across locations and channels

Developing a Common Language

- **Objective**: External and internal conversations revolve around universally-known concepts

Setting up for success

- Collaborative, committed core team
- Executive support and trust
- Visionary framework
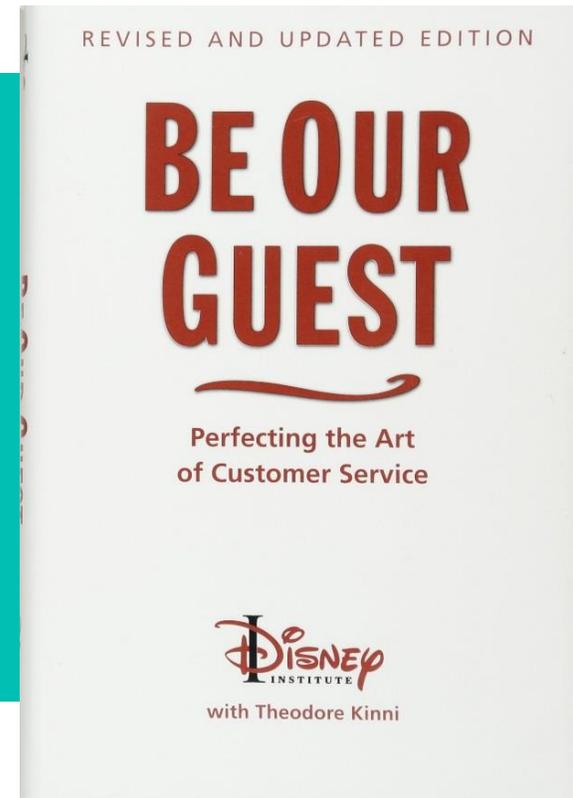
Identifying what matters to our staff and our community

When have you given exceptional customer service?

When i was working at Glen Abbey, a woman came up to me saying her hold was not on shelf. I looked it would look for it. Eventually i found it, called her to tell her and asked if she needed extension rather than comeup back to pick up o/ what she would like. She was so pleased with service she sent email to Lil... Still have copy

Oakville Library @OakvilleLibrary · Oct 3, 2018
We're redesigning our **website** & we need your help! There is still time to complete our short survey, which will help us better understand what type of **website** will serve our #community best 💻 😄 ow.ly/8fOk50jf4RH

Information-gathering:
- Staff brainstorming sessions:
  - Listened, asked questions, recorded answers

Leveraging Sources of Community Data:
- Market research
- Focus groups from website redesign
- Anecdotal evidence from customers, external stakeholders and community partners

ACTIVITY: USER INTERVIEW

1. Find a partner from a different table

2. Ask: "Describe your best teamwork experience"

3. Ask probing questions

4. Identify 4-5 key words and write them on separate post-it notes

5. Switch roles

Identify what matters to stakeholders

Derive broad concepts

Iteration & feedback

Compile feedback & adapt Values

Revise and finesse
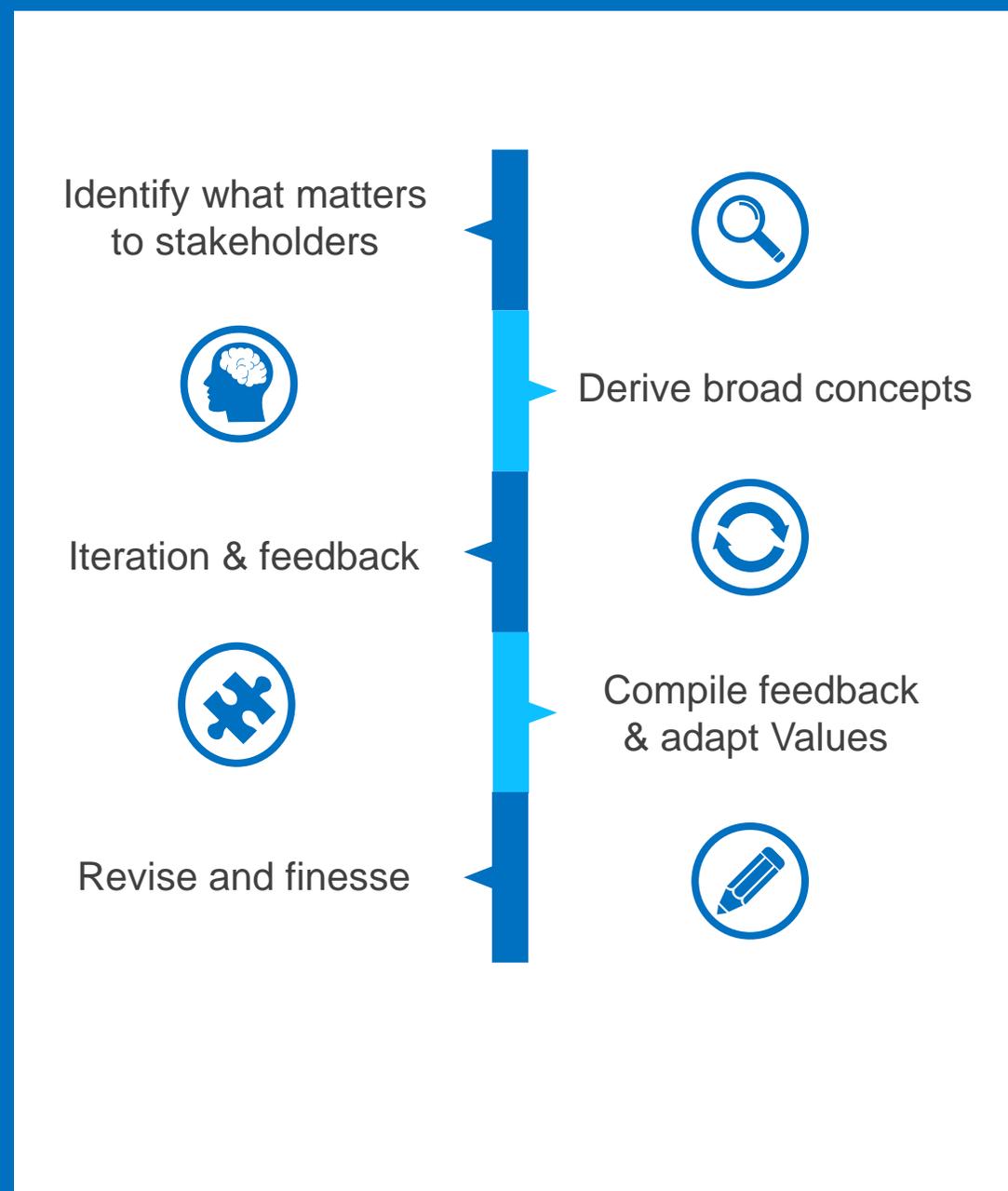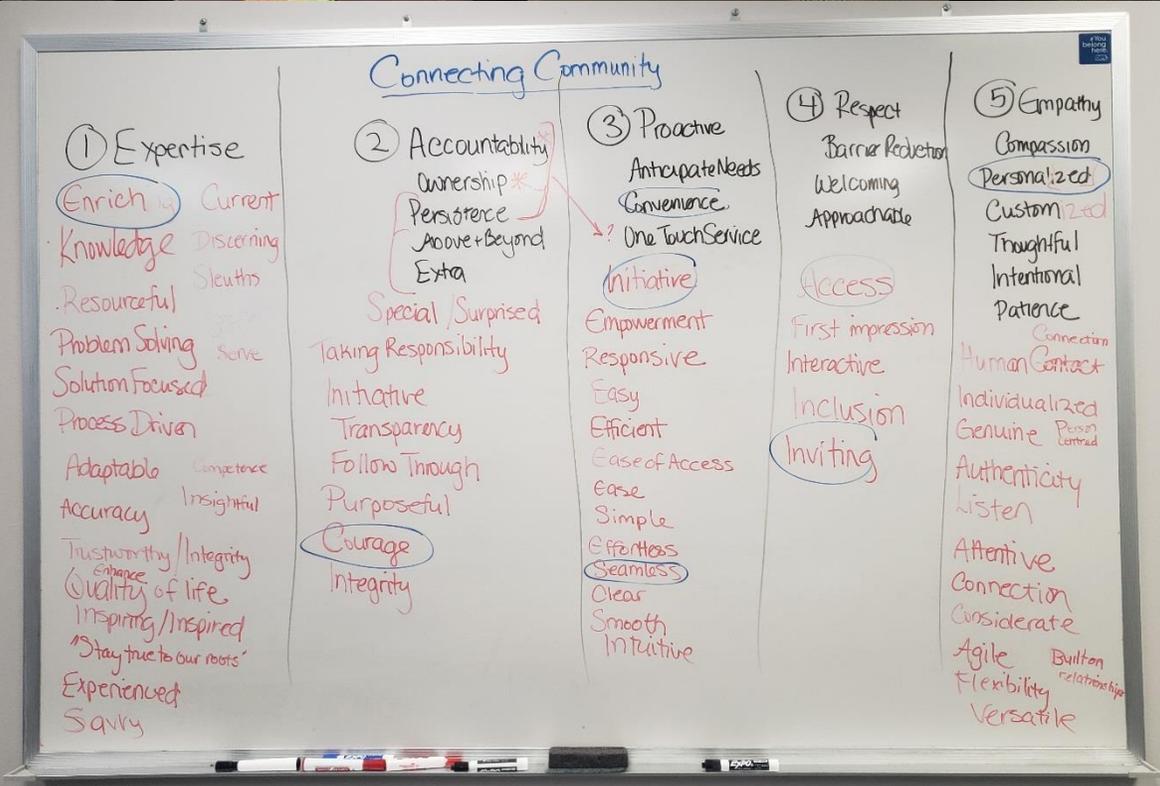
ACTIVITY: CONCEPT DERIVATION

1. Form a group with your table

2. Share your post-it notes from your interview

3. Working together, group concepts or common themes

4. Identify top 2 and name them

ACTIVITY: USER FEEDBACK

1. Write down your prototype

2. Find your original partner

3. Take turns asking for feedback on your prototypes

4. Listen and ask probing questions

Put foundations first. Commit to the ALA's Core Values of Librarianship

Invite | Welcome | Be Approachable

initiative with customers

Value the person | Personalized | Responsive | Custom | Adapt

Be Courageous | Accountable | Take Ownership

Be Enriching | Current | Quality | ~~Expert~~

Make it Seamless | Convenient | Easy | Simple

They are all extremely important. Convenient is lowest but extremely important. I believe in valuing the customer as an individual more.

Identify what matters to stakeholders

Derive broad concepts

Iteration & feedback

Compile feedback & adapt Values

Revise and finesse

Sharing the message

The Five

1. **Inclusion**
   We invite and embrace everyone in our community.

2. **Personalization**
   We value each person and their unique experience.

3. **Quality**
   We strive for excellence in everything we do.

4. **Ownership**
   We boldly take responsibility.

5. **Seamlessness**
   We make it simple.

An Integrated Strategy
- Staff Development Day
- Internal communications vehicles
- Postcards
- Video

Peer-to-Peer Communication
- Leveraging 'brand ambassadors'
- Employee-led narratives
- Storytelling as the key to communications success

Marcus Logan – Manager, Community Development & Engagement

Mary-Ann – Customer Service Technician

Bringing the values to life

External Communications
- Telling the OPL story

Staff Development
- Educating staff from Day #1

Program and Event Development
- Including Values in formal decision-making frameworks

Public Service
- Procedures, policies, daily operations

Measuring success

- Outcome-based measurement

- Measuring aligned service

- Employee-engagement
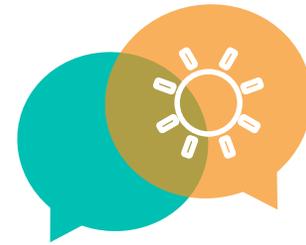
Blue Sky Vision

All staff are empowered to integrate and apply the values in their day-to-day work with commitment and understanding of what we stand for as an organization.

Thank you! Questions?

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