



Creating a Culture of Innovation in Your Library & Community

Heather Braum

NEKLS

Technology & Innovation Day 2012

Source: <http://goo.gl/qhdnv>



Source: <http://goo.gl/AfUF7>

Disclaimer

Source: <http://goo.gl/zNS1N>

What is Innovation?

The dictionary says....

Source: <http://goo.gl/tJFQD>

- something new or different
- introduction of new things or methods



That's really helpful...

Source: <http://goo.gl/KwbgP>

What do others say?

Source: <http://goo.gl/tJFQD>

Innovation is.....

- “Adding value”
- “frosting”
- “not original intent”
- “amaze”
- “astonish”
- “free to explore, use” develop, question

Special thanks to colleagues who gave definitions

Innovation is.....

- “a twisted idea -- a new approach that you feel like YOU should have come up with -- that changes the way a culture thinks or works”

Special thanks to colleagues who gave definitions

Your ideas?



Source: <http://goo.gl/AfUF7>

Source: <http://goo.gl/tJFQD>

Innovative Organizations

The image shows a screenshot of the Apple website's homepage for the MacBook Pro launch. At the top, there is a navigation bar with the Apple logo and links for Store, Mac, iPod, iPhone, iPad, iTunes, and Support, along with a search icon. The main content area features a large image of a MacBook Pro laptop displaying a herd of zebras in a savanna. To the right of the laptop, the text reads: "Introducing MacBook Pro with Retina display". Below this, a tagline says "It's a whole new vision for the notebook." There are two video thumbnails: "Watch the video" (featuring Steve Jobs) and "Watch the TV ad". At the bottom, there is a promotional banner with four sections: "OS X Mountain Lion is here. Now available on the Mac App Store." (with a lion image), "Watch the new iPad TV ad" (with an iPad image), "Watch the iPhone TV ad" (with a man's face image), and "Back to school starts now." (with a woman's face image).

Apple

Shop by Department

Search All

Go

Hello, Northeast
Your Account

0 Cart

Wish List

- Unlimited Instant Videos
- MP3s & Cloud Player
20 million songs, play anywhere
- Amazon Cloud Drive
5 GB of free storage
- Kindle
- Appstore for Android
Get Monster Shooter free today
- Digital Games & Software
- Audible Audiobooks

- Books
- Movies, Music & Games
- Electronics & Computers
- Home, Garden & Tools
- Grocery, Health & Beauty
- Toys, Kids & Baby
- Clothing, Shoes & Jewelry
- Sports & Outdoors
- Automotive & Industrial

Full Store Directory

Instant Video MP3 Store Cloud Player **Kindle** Cloud Drive Appstore for Android Digital Games & Software Audible Audiobooks

Kindle Textbooks

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Mom Recreates a Classic Clothing Trends Amazon Prime



Your Kid's Lunchbox Reinvented

This entrepreneurial stay-at-home mom was losing hope, then sales of her EasyLunchboxes quadrupled.

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More Items to Consider

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Customers who viewed this also viewed

Amazon

Fitting right in

Over 10,000 people turn 65 each day and our customer care services will help many transition into communities that keep them active and engaged.

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Go beyond Plain Paper

Apply your creativity to Xerox's vast array of paper and media applications

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Phaser 6010 \$199 offer

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Shoes, Clothing, Bags, etc. **SEARCH**

365 Day Return Policy
In other words, 1 full year!

FREE Shipping Both Ways
It's always on the house!

MY CART

SEARCH BY: [Size](#), [Narrow Shoes](#), [Wide Shoes](#), [Popular Searches](#)

SHOES CLOTHING BAGS & HANDBAGS AT HOME BEAUTY ACCESSORIES SHOP BY... WOMEN'S MEN'S KIDS' ALL DEPARTMENTS

ALPHABETICAL BRAND INDEX # A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

SHOP WOMEN'S
Clothing
Shoes
Boots
Dresses
Denim

SHOP MEN'S
Clothing
Shoes
Boots
Denim
Running Shoes

SHOP KIDS'
Girls' Clothing
Boys' Clothing
Girls' Shoes
Boys' Shoes

NEW ARRIVALS

riding boots
ADD THESE MUST HAVES TO YOUR SHOPPING LIST. EVERYONE'S DOING IT!
SHOP ALL BOOTS

WOMEN'S BOOTS
— NEW ARRIVALS —
SHOP NOW

LAST CHANCE SUMMER SALE
SHOP NOW

Fashion LOOKBOOK
SUMMER AND FALL LOOKS
SHOP NOW

Zappos

Google



Google Search

I'm Feeling Lucky

Google

anythink™
A REVOLUTION OF RANGEVIEW LIBRARIES

Search Go

Website Catalog *Try our new catalog*

LOGIN OR SIGN UP

home
catalog
locations
calendar
news
books, movies, and more
my account
job center
24/7 library
about
contact
anythink tank

what do you think? Find Your Words Publish

Colorado Adventure All Love Listen Friend Noodle
Genius
Relax
Mine We Brilliant Mountains
Welcome Discover Mind's Spark

latest news

! Anythink Café to Close Temporarily August 31
Posted: August 14, 2012 - 10:08am

Kevin O'Connell Joins the Anythink Foundation Board

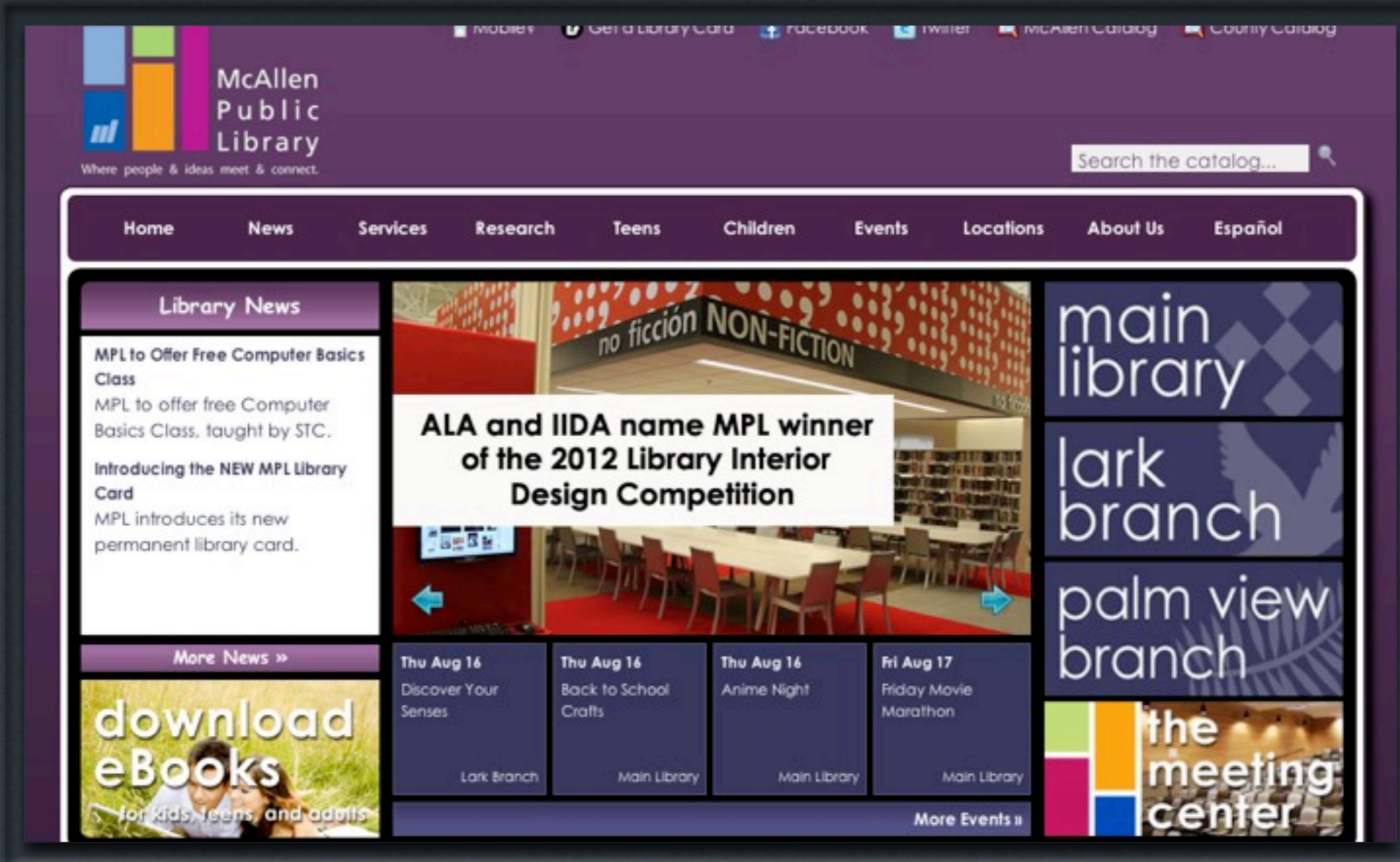
upcoming events

ANYTHINK BRIGHTON
Brighton Book Lovers
Wednesday, August 15, 2012 10:00am - 11:00am
Join us for a lively discussion of Guns, Germs and Steel by...

ANYTHINK COMMERCE CITY
Blaze for Books will be cancelled Aug. 16, 2012

donate now

AnyThink Libraries



McAllen Public Library

Source: www.mcallenlibrary.net

TOPEKA & SHAWNEE COUNTY PUBLIC LIBRARY

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Find Stuff Services & Programs Research Kids & Teens Blogs Art Gallery Shop & Dine Support Us About Us

JOIN THE LIBRARY IN
HONORING OUR VETERANS

PART ONE
KANSANS ON THE FRONT LINES SERIES
FINDING THE GREATEST GENERATION

thu | aug 16 | 7PM

TOPEKA & SHAWNEE COUNTY A Fresh Idea Each Week at the Monday Market

SUMMER READING

TSCPL

FRESH MENUS! FRESH MENUS! FRESH MENUS! FRESH MENUS! FRESH MENUS! FRESH MENUS! FRESH MENUS! FRESH MENUS! FRESH MENUS! FRESH MENUS! FRE

Help The New York Public Library improve a unique collection!

We're transcribing our historical restaurant menus, dish by dish, so that they can be searched by what people were eating back in the day. It's a big job so we need your help! [Learn more.](#)

Connect: menus@nypl.org | [Twitter](#) | [Facebook](#)

We need you!



It's easy! No registration required!

So far: 1,016,736 dishes transcribed from 14,983 menus

Menus for Millionaires!

In honor of our millionth dish, here are some menus for millionaires.



The menu story continues! Learn how lunch acquired its modern

NYPL Labs

Search

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Search books, articles, journals & library website

Search

More Research Tools: [Databases](#) | [Journal Titles](#) | [Citation Builder](#)

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The James B. Hunt Jr. Library



Opens in **139** days

[bookBot](#)
[Book move](#)
[Group study rooms](#)
[Photo gallery](#)

Innovative Spaces



Technology Available Now at D. H. Hill

▫ Desktops	124 of 229
▫ Laptops	93 of 124
▫ iPads	18 of 56

[News](#) [Exhibits](#) [Calendar](#)

NCSU Libraries

Others?



Source: <http://goo.gl/AfUF7>

Source: <http://goo.gl/tJFQD>

Innovative Ideas



Tim Berners-Lee

@timberners_lee

Follow



This is for everyone #london2012 #oneweb
#openingceremony @webfoundation @w3c

Reply Retweet Favorite

10,605
RETWEETS

2,167
FAVORITES



4:08 PM - 27 Jul 12 via Twitter for iPhone · Embed this Tweet

The Internet

Source: <http://goo.gl/tJFQD>



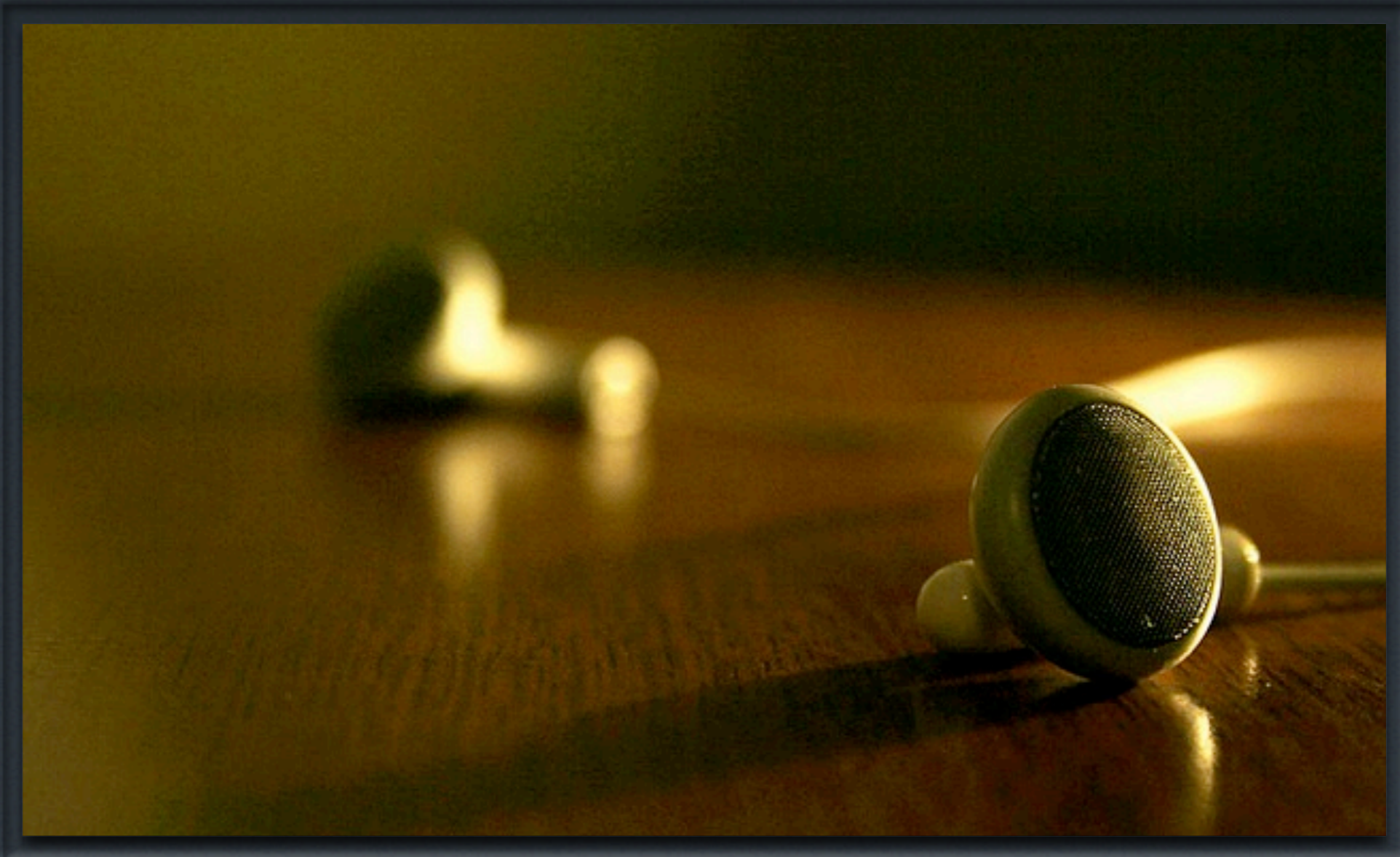
A Free Public Library

Source: <http://goo.gl/yUxsd>



Photography & Perspective

Source: <http://goo.gl/5H1A1>



iPod (and its headphones)

Source: <http://goo.gl/QQT20>



Open...



TED... Ideas worth spreading

Source: <http://goo.gl/mTa7H>



News-papers

Source: <http://goo.gl/40gDU>



Radio

Source: <http://goo.gl/fQPYN>



Film

Source: <http://goo.gl/AA4Cz>



Jazz

Source: <http://goo.gl/77K1t>



TV

Source: <http://goo.gl/Odnt1>



Phone

Source: <http://goo.gl/fQPYN>



Online Video

Source: <http://goo.gl/u5haI>



Video games

Source: <http://goo.gl/XTHzh>



Social Networks

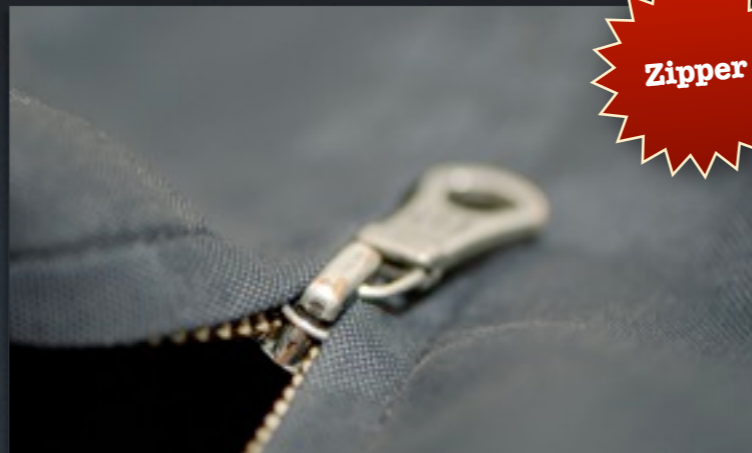
Source: <http://goo.gl/shtj6>

Mass Media & Entertainment



Poptabs

Source: <http://goo.gl/LAVvo>



Zipper

Source: <http://goo.gl/wDuX7>



Sticky Notes

Source: <http://goo.gl/tD43M>



Roomba

Source: <http://goo.gl/875Px>



Silicon Valley...

Source: <http://goo.gl/fQPYN>



Air Plane

Source: <http://goo.gl/o8f6i>



Colored Plastic

Source: <http://goo.gl/QrNpe>



Printing Press

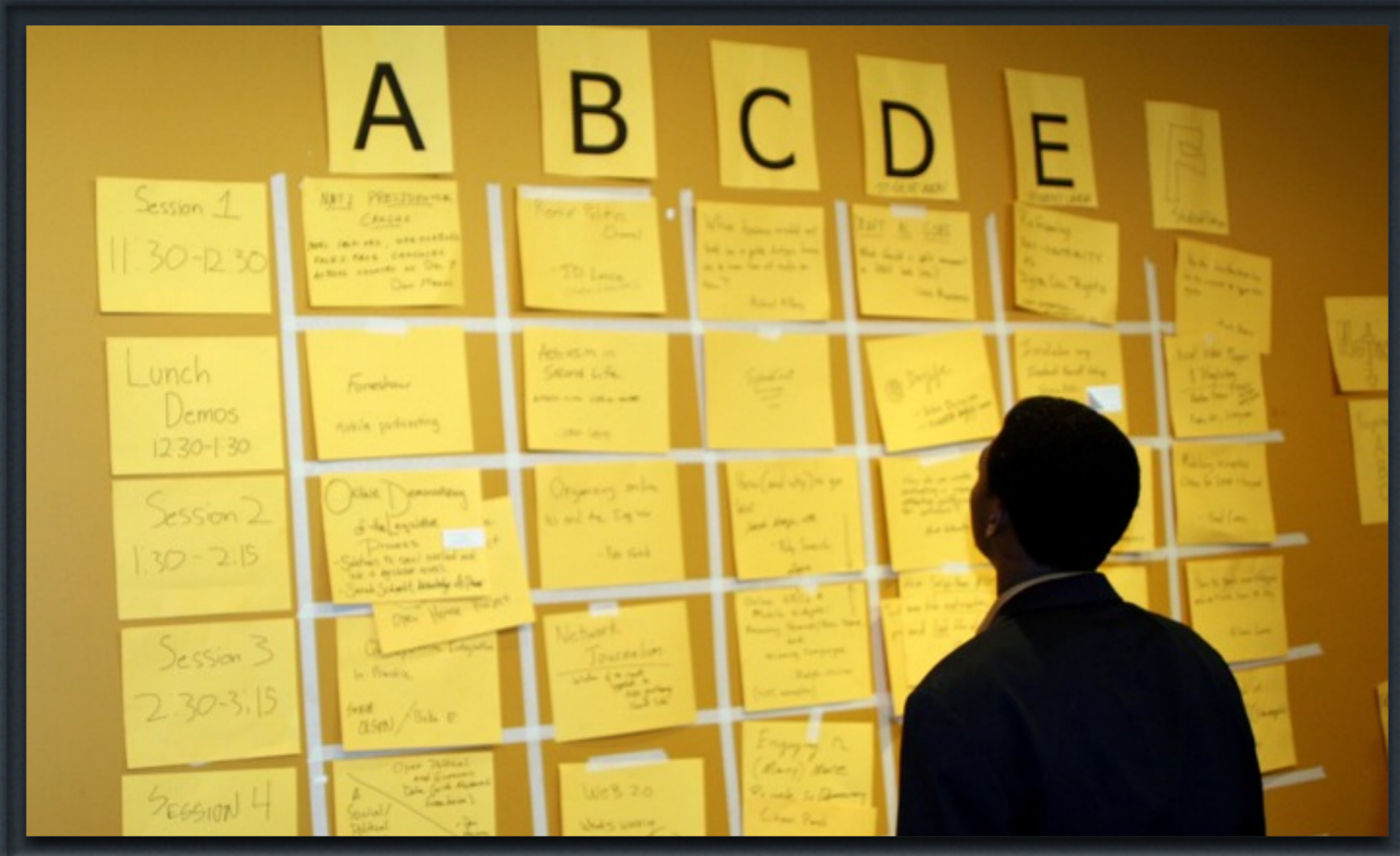
Source: <http://goo.gl/aRYLX>

Inventions...



Basketball

Source: <http://goo.gl/59iSw>



Unconferences

Source: <http://goo.gl/ITyDl>

HERE, MAKERS ENGAGE
in the **PROCESS OF DESIGN.**
This means **IMAGINING** POSSIBILITIES,
SHARING IDEAS,
TAKING RISKS,
TINKERING, ALTERING,
MAKING MISTAKES and
TRYING AGAIN.



MakeShop & Fred Rogers

Photos by Heather



Apple Mobile Devices

Source: <http://goo.gl/OmTfr>



Community-built parks: imagined by the kids

Source: personal photo

Examples In Libraries?



GOOD IDEAS

Texas Town Converts
Abandoned Walmart into

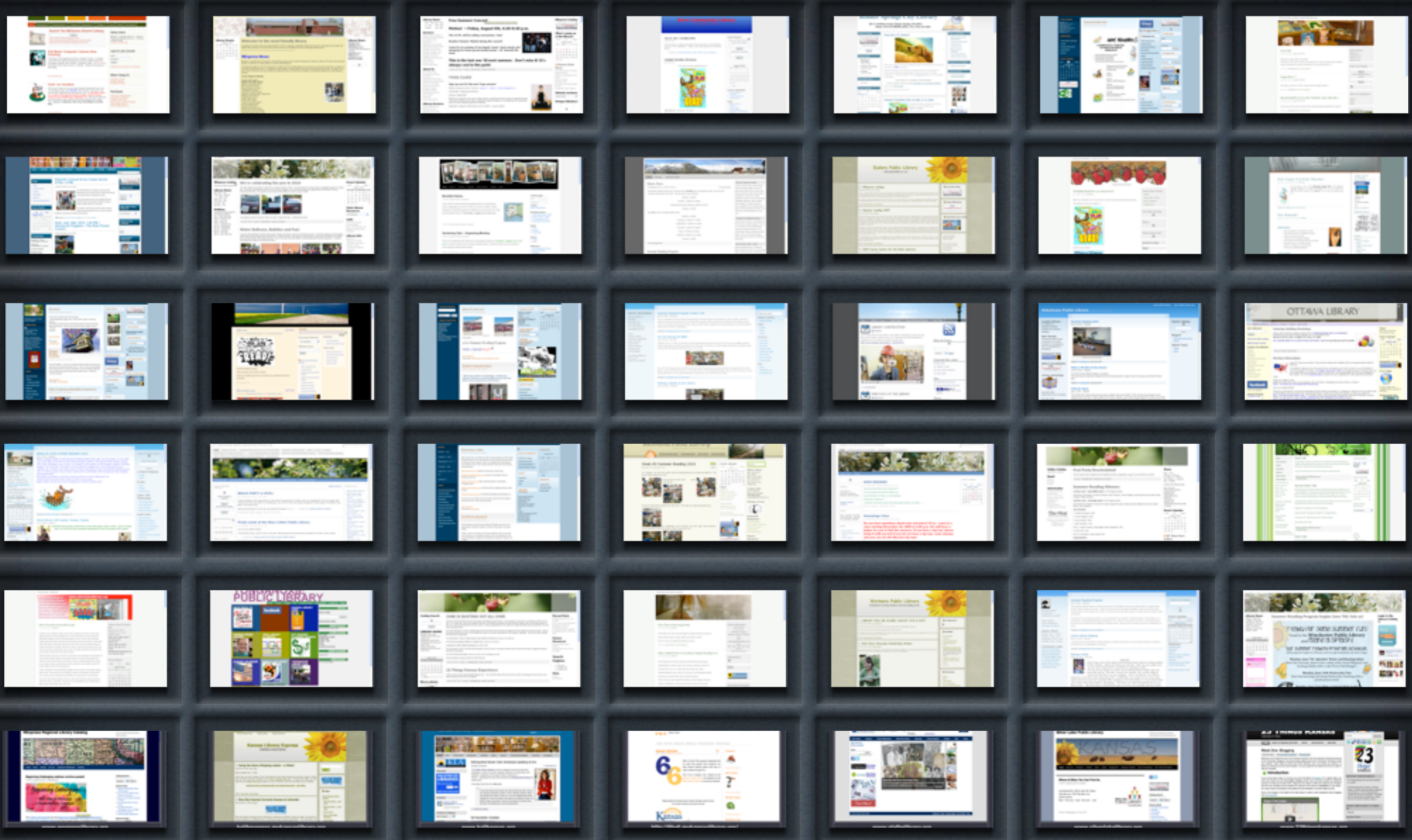
JUL 5, 2012 10:49 AM

0

Share

Converting Old into New

Source: <http://goo.gl/p4lpf>



KLOW Project

Source: Library Website Screenshots, 2010-2012

The logo for Koha, featuring a stylized black leaf-like icon on the left, followed by the word "koha" in a black, lowercase, cursive script font.

koha

LIBRARY SYSTEM

Koha

Source: <http://goo.gl/aY553>



Statewide Courier Service

Source: NEKLS photos



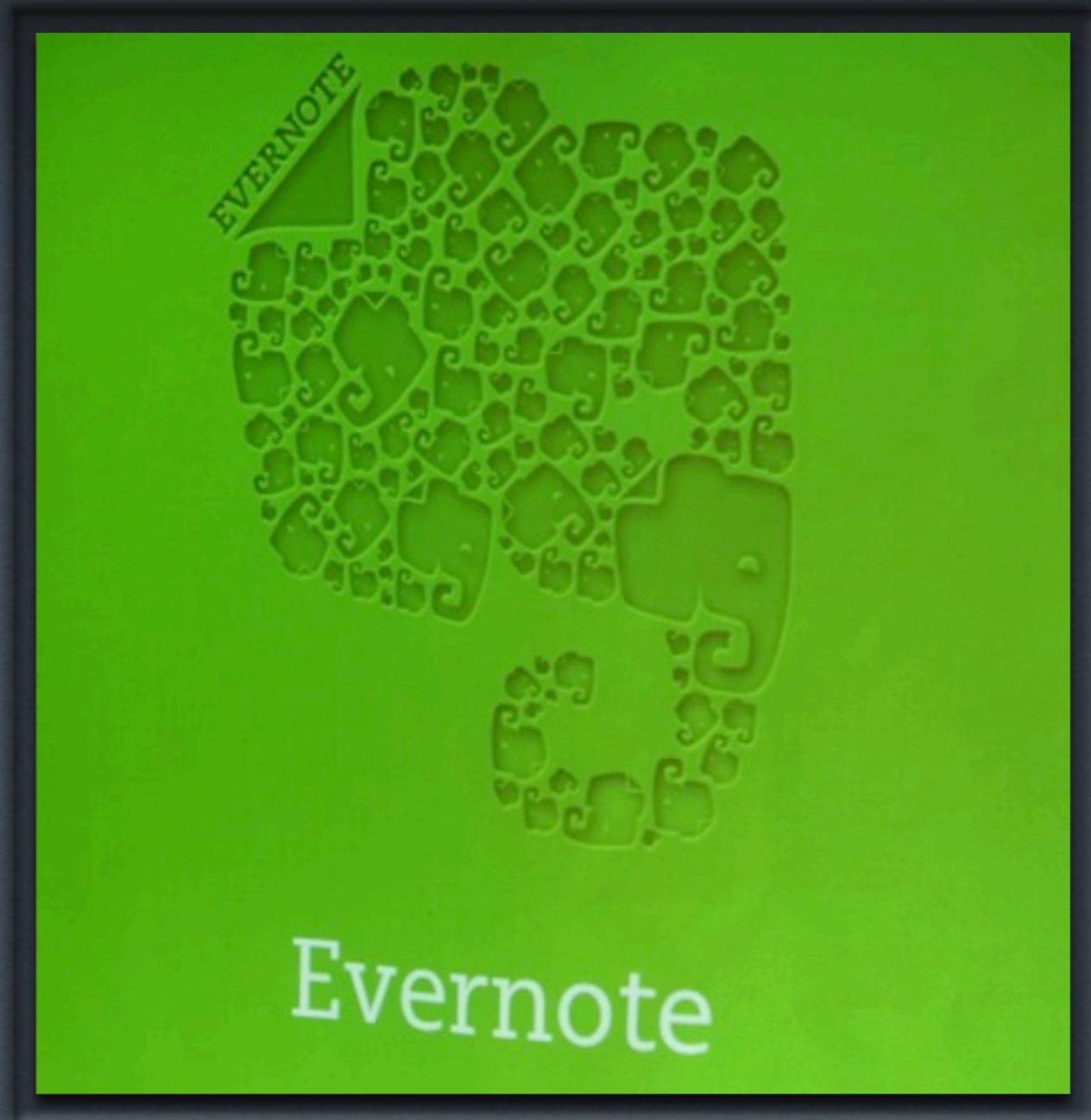
Video spoofs: BYU

Source: <http://goo.gl/DQku>



Video spoofs: Texas A&M

Source: <http://goo.gl/Q8M1P>



Scavenger Hunt

More info: <http://goo.gl/UuAyd>



The screenshot shows the homepage of 'THE Library AS incubator PROJECT'. The header features a logo with a pencil holder and the text 'THE Library AS incubator PROJECT'. A search bar is located in the top right corner. A navigation menu includes links for HOME, ABOUT, SUBMIT, DONATE, PARTNERS, and TERMS OF USE. Below the header is a secondary navigation bar with links for ARTISTS, WRITERS, PERFORMING ARTS, ESSAYS, LIBRARIES, COLLECTIONS, LIBRARIAN RESOURCES, BLOG, and PRESS. The main content area features a large image of a historical map of Pittsburgh with several buildings highlighted in red and yellow. To the right of the map is a featured article titled 'Historic Pittsburgh's Interactive Maps | Pittviewer' by LIBRARYASINCUATORPROJECT, dated Aug 2, 2012. Below the article is a 'LATEST ENTRIES' section and a 'GET CONNECTED' button with a hamburger menu icon.

Library as Incubator

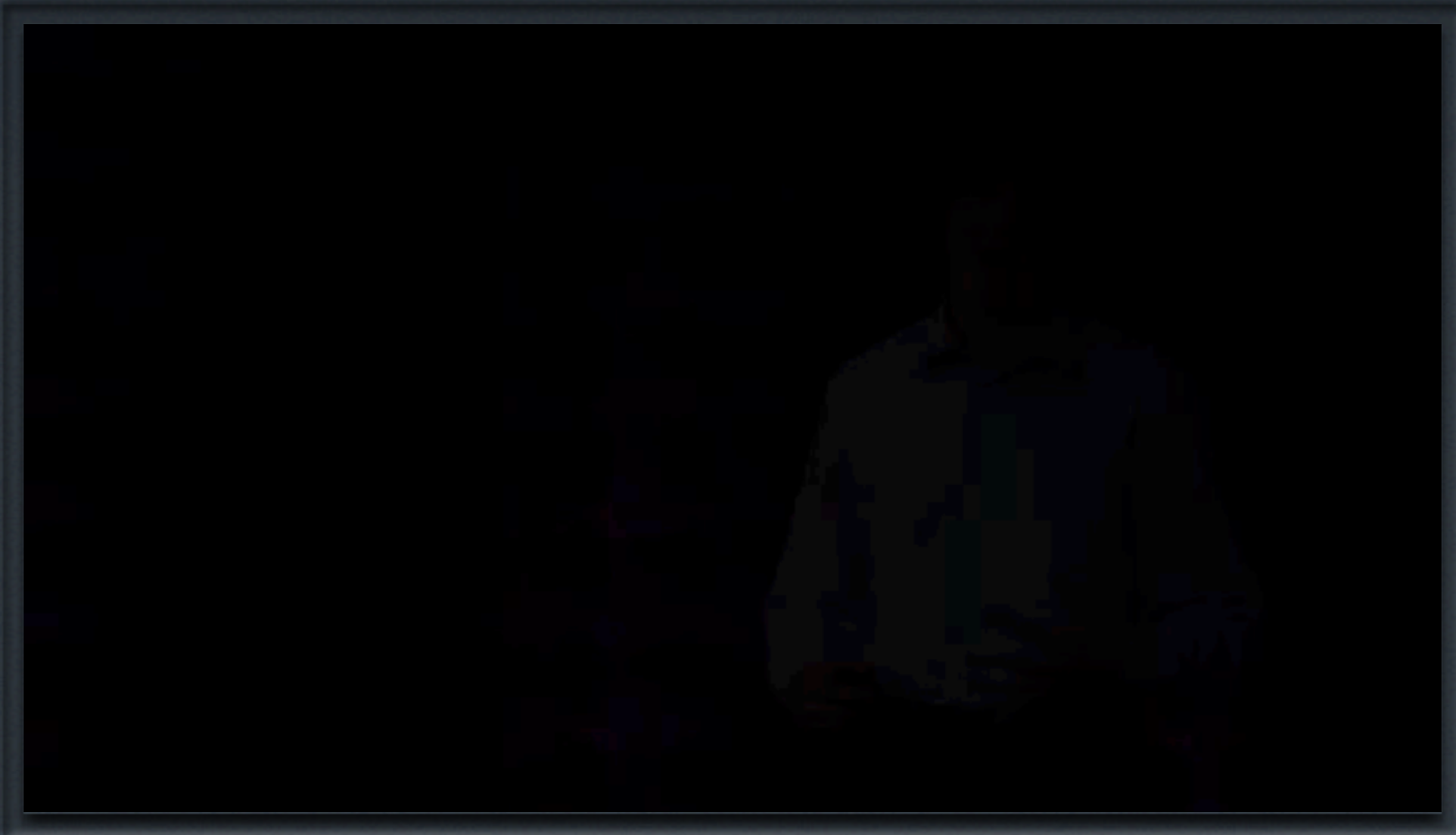
<http://goo.gl/1RmSC>



Maker Spaces

Source: <http://goo.gl/tKQCH>

Shared Qualities of Innovation



Jack Andraka

Source: <http://goo.gl/ncUQd>

Your Observations?



Source: <http://goo.gl/AfUF7>

Passion

Enthusiasm

Personal

Curious

Tenacious

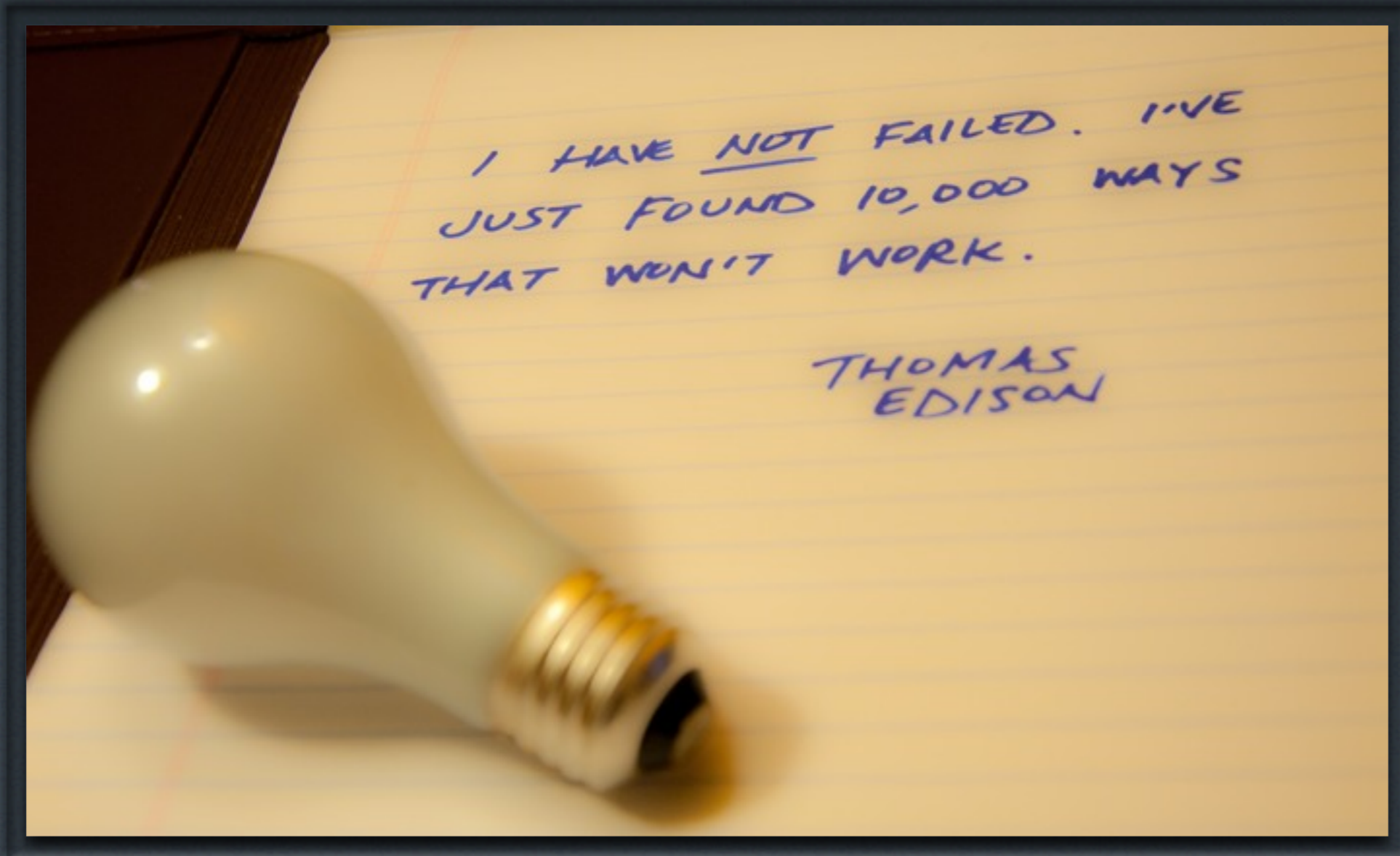
Luck

Support

Resolute

Caring

Problem-Solver



Failure isn't the end

Source: <http://goo.gl/oxFC8>

**How do you
begin to innovate?**

Your ideas?



Source: <http://goo.gl/AfUF7>

Source: <http://goo.gl/tJFQD>



The Jefferson Memorial

Source: <http://goo.gl/mTa7H>

The Five Whys

- Name a problem you're having
- Ask Why it's happening
- Get an answer
- Then WHY about **that**
- Get an answer
- Then ask WHY about **that** -- and so on, five times

Source: <http://goo.gl/g9yNo> & Diana Weaver

Think like a startup

- disruptive ideas (1)
- about new processes (1)
- reinventing what we do & how we think about it (1)
- “innovation is messy” (3)
- innovation must be embedded at all levels (3)

Source: Think like a startup, Brian Mathews, <http://goo.gl/uQ1eE>

Think like a startup

- “conditioned for constant change” (4)
- “building a platform” (4)
- “framework for action” (4)
- “culture” (4)
- learn from failures (5)
- “we don’t ask BIG ENOUGH questions” (8)

Source: Think like a startup, Brian Mathews, <http://goo.gl/uQ1eE>

Ask:
What business
are you in?

Source: Marketing Myopia, Theodore Levitt, Harvard Business Review, 1960

Idea Sources

Your sources?

Source: <http://goo.gl/tJFQD>

Your Colleagues

Other Librarians

Other Professions

Your Community

TED

www.ted.com



THE UBIQUITOUS LIBRARIAN

In the pursuit of user-sensitive librarianship.

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[Previous: Startup Thinking In Higher Ed:...](#)

[Next: MOOC Fluency – some advice...](#)

THE LIBRARY IS [JUST] A PHILOSOPHY (it's not about the chairs)

June 19, 2012, 5:36 pm

By Brian Mathews

Last week at the New Media Consortium Summer Conference Joichi Ito gave a talk in which he built upon the concept: “the Internet is a philosophy.” It’s not about servers or websites. It’s not about mobile devices or mobile apps. It’s a philosophy. *It’s not a technology—it’s a belief system.* His presentation was based upon his NY Times essay from last December.

This came up during a recent conversation with Gardner Campbell. BTW: I recommend reading his Foo Camp chronicles. Basically, *everything* is a philosophy:

- [This building](#) is a philosophy.
- [This song](#) is a philosophy.

Brian Mathews

<http://goo.gl/avZwK>

The Heart of Innovation

«To Create the Future, See Hidden Patterns (and Challenge Them) | Main | Cultivate a Garden of Innovation!»

August 24, 2010

50 Ways to Foster a Culture of Innovation



principles. Creating a more innovative culture is an **organic** and creative act.

Want a culture of innovation? Choose a few of the following guidelines and make them happen. If not YOU, who? If not NOW, when?

1. Remember that innovation requires no fixed rules or templates -- only guiding

Who Are We?

Idea Champions is a consulting and training company dedicated to awakening and nurturing the spirit of innovation. We help individuals, teams and entire organizations tap into their innate ability to create, develop and implement ideas that make a difference.



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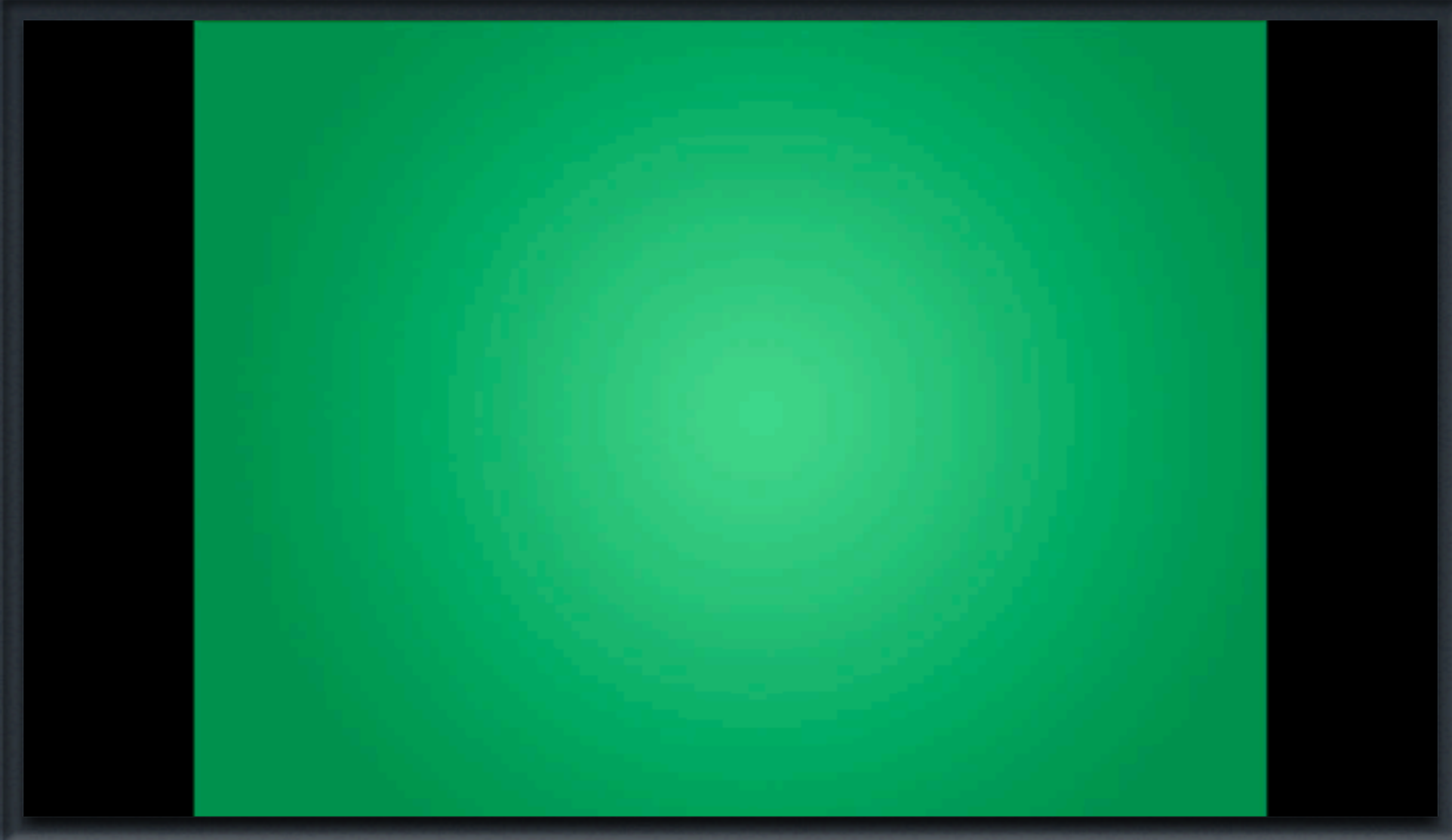
The Heart of Innovation

<http://www.ideachampions.com/weblogs>

Quickly, 3 Innovative Ideas



Source: <http://goo.gl/AfUF7>



**“Librarians” can
change the world**

Special thanks to Buffy Hamilton & Helen Blowers for this idea: Source: <http://goo.gl/XEemj>

Further Reading

- Adapt: why success always starts with failure (Harford)
- Steal like an artist: 10 things nobody told you about being creative (Kleon)
- Where good ideas come from: The natural history of innovation (Johnson)
- The little black book of innovation: how it works; how to do it (Anthony)
- The myth of innovation (Berkun)

Further Reading

- The art of innovation (Kelley)
- Change the culture, change the game (Connors)
- The other side of innovation: solving the execution challenge (Govindarajan)
- Taking people with you: the only way to make BIG things happen (Novak)
- In pursuit of elegance (May)

Further Reading

- Enchantment: The art of changing hearts, minds and actions (Kawasaki)
- Marketing Myopia (Levitt), Harvard Business Review, 1960
- Think like a startup (Mathews), <http://goo.gl/uQ1eE>
- Fresh copy: how Ursula Burns Reinvented Xerox: <http://goo.gl/ZFZ1m>



Source: <http://goo.gl/PO1Ex>

Contact me

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 - Twitter: @hbraum
 - <http://about.me/hbraum>