

# Creating a Culture of Innovation in Your Library & Community

Heather Braum  
NEST Retreat  
September 2012

Sources: <http://goo.gl/qhdnv> & <http://goo.gl/Txklk>





# Disclaimers

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”
- “ignores standards or status quo”
- “focuses on form/function in a new way that is disruptive (in a good way)”
- “a twist on a simple concept”

Special thanks to colleagues who gave definitions



# Your definitions?



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

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



# **Innovative Organizations**





# Apple

Source: [www.apple.com](http://www.apple.com)



amazon

Northeast's Amazon.com | Today's Deals | Gift Cards | Help

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Mom Recreates a Classic Clothing Trends Amazon Prime



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# Amazon

Source: [www.amazon.com](http://www.amazon.com)

Friday, September 14, 2012





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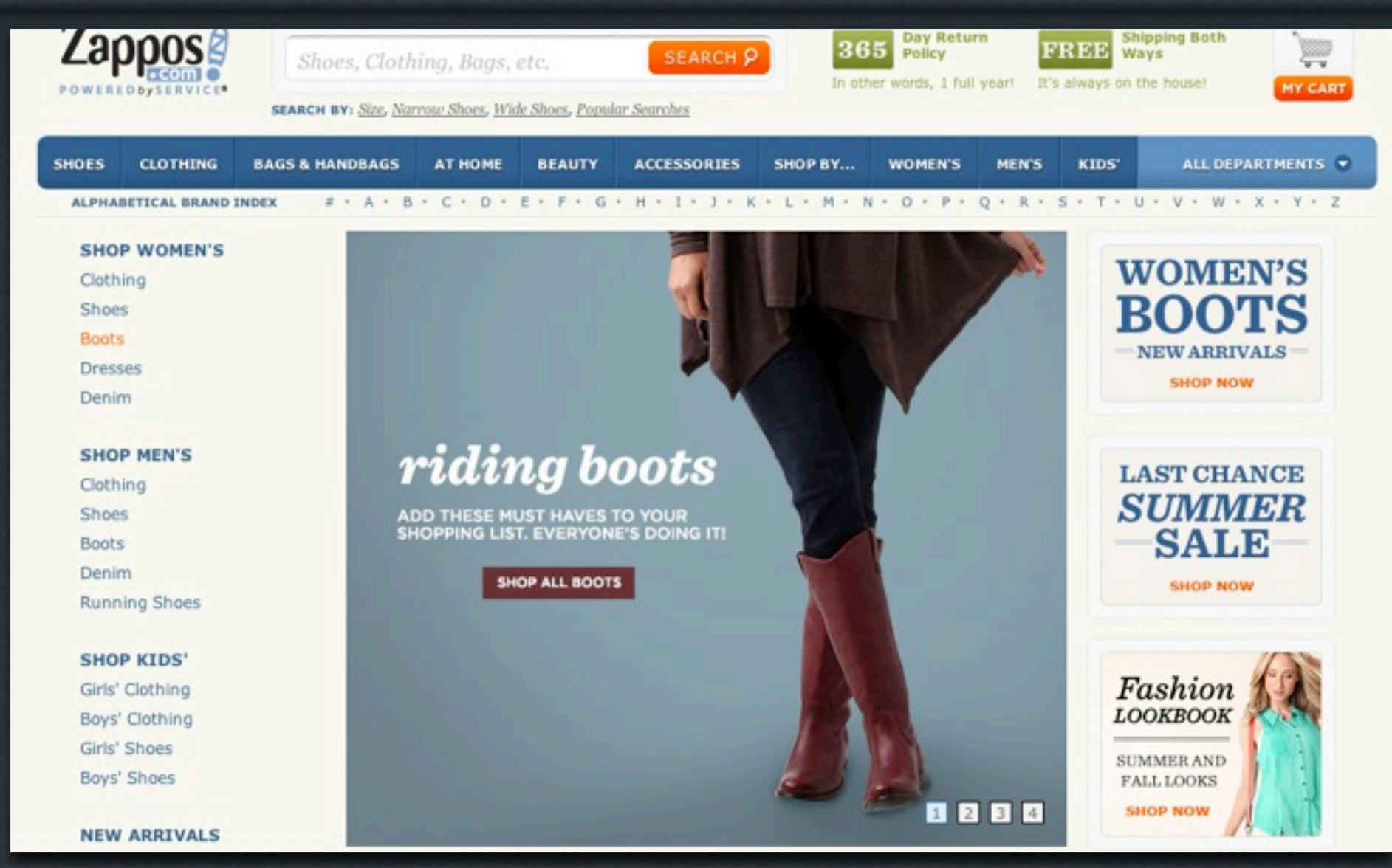
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# Xerox

Source: [www.xerox.com](http://www.xerox.com)





# Zappos

Source: [www.zappos.com](http://www.zappos.com)



Google


Google Search

I'm Feeling Lucky

Google

Source: [www.google.com](http://www.google.com)









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**EVENTS:** 10:53 p.m. EDT, Sunday, Sept. 16: Expedition 32 Soyuz Landing in Kazakhstan, Live on NASA TV (Coverage Begins 9:30 p.m.)

## Neil Armstrong Remembered for 'Grace and Humility'

















[Armstrong Memorial](#)
[Curiosity Update](#)
[JFK's Challenge](#)

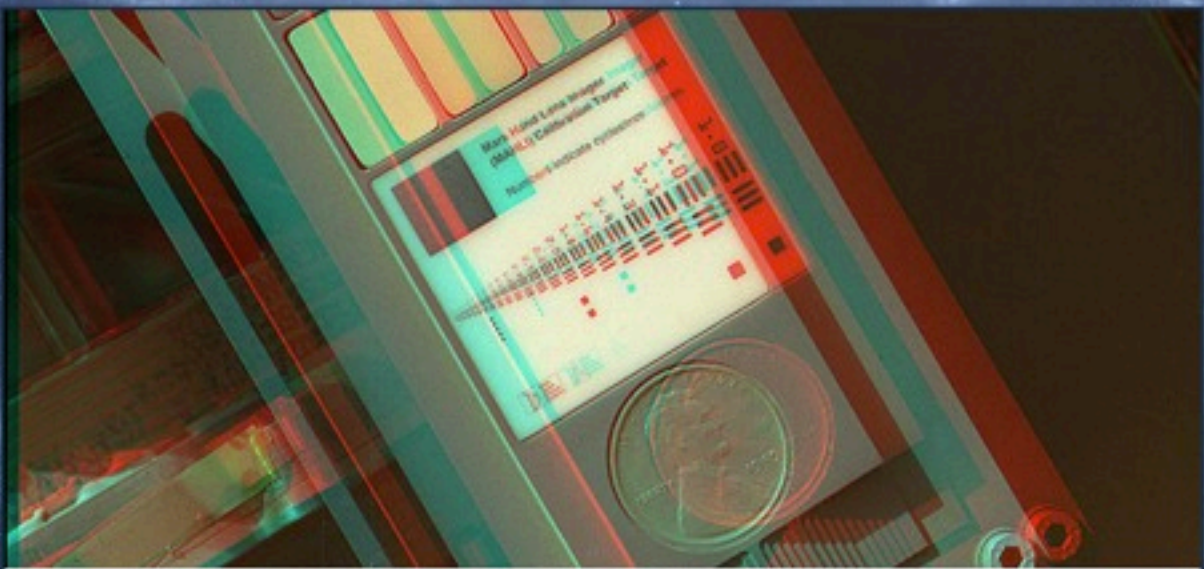


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### Mars Rover Snaps 3-D View of Calibration Target

NASA's Curiosity rover captured this 3-D view of the calibration target for its Mars Hand Lens Imager Instrument and the Lincoln penny adorning the target.

[Full image and caption](#)
[Raw Images](#)
[View videos](#)



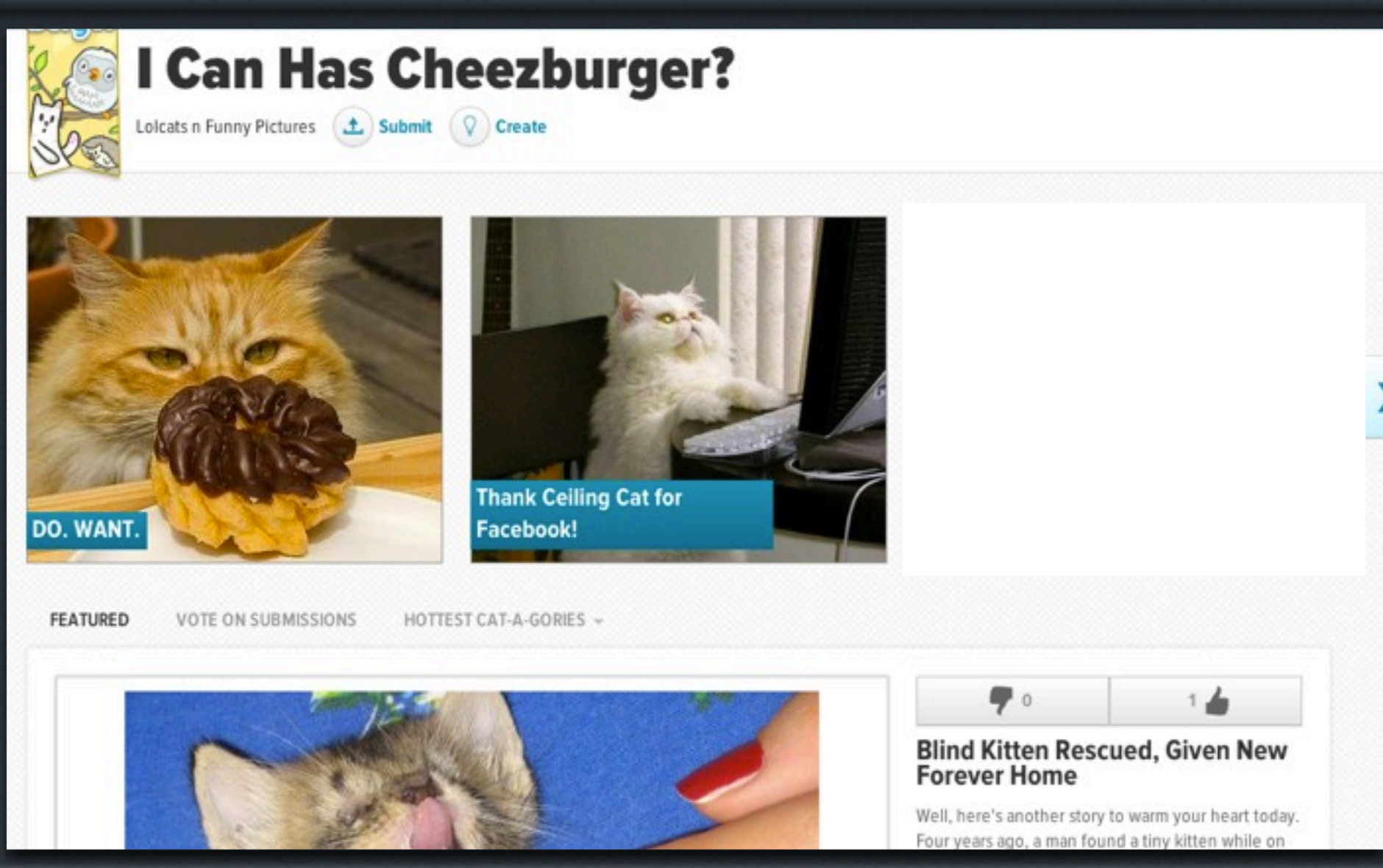
# CURIOSITY EXPLORES MARS

# NASA/JPL

Source: [www.nasa.gov](http://www.nasa.gov) & [www.jpl.nasa.gov](http://www.jpl.nasa.gov)





# Cheezburger Network

Source: [icanhas.cheezburger.com](http://icanhas.cheezburger.com)





# Mozilla Foundation

Source: [www.mozilla.org](http://www.mozilla.org)





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MASSACHUSETTS INSTITUTE OF TECHNOLOGY

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**Juan Lara**  
Student  
Mexico

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#### Letter from the Executive Director

With the emergence of Massive Open Online Courses (MOOCs) like those offered by edX, online learning has recently kicked into high gear, and we couldn't be more excited for the potential these courses offer...

[Read more.](#)



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### SUPPORT OCW

# Open Courseware

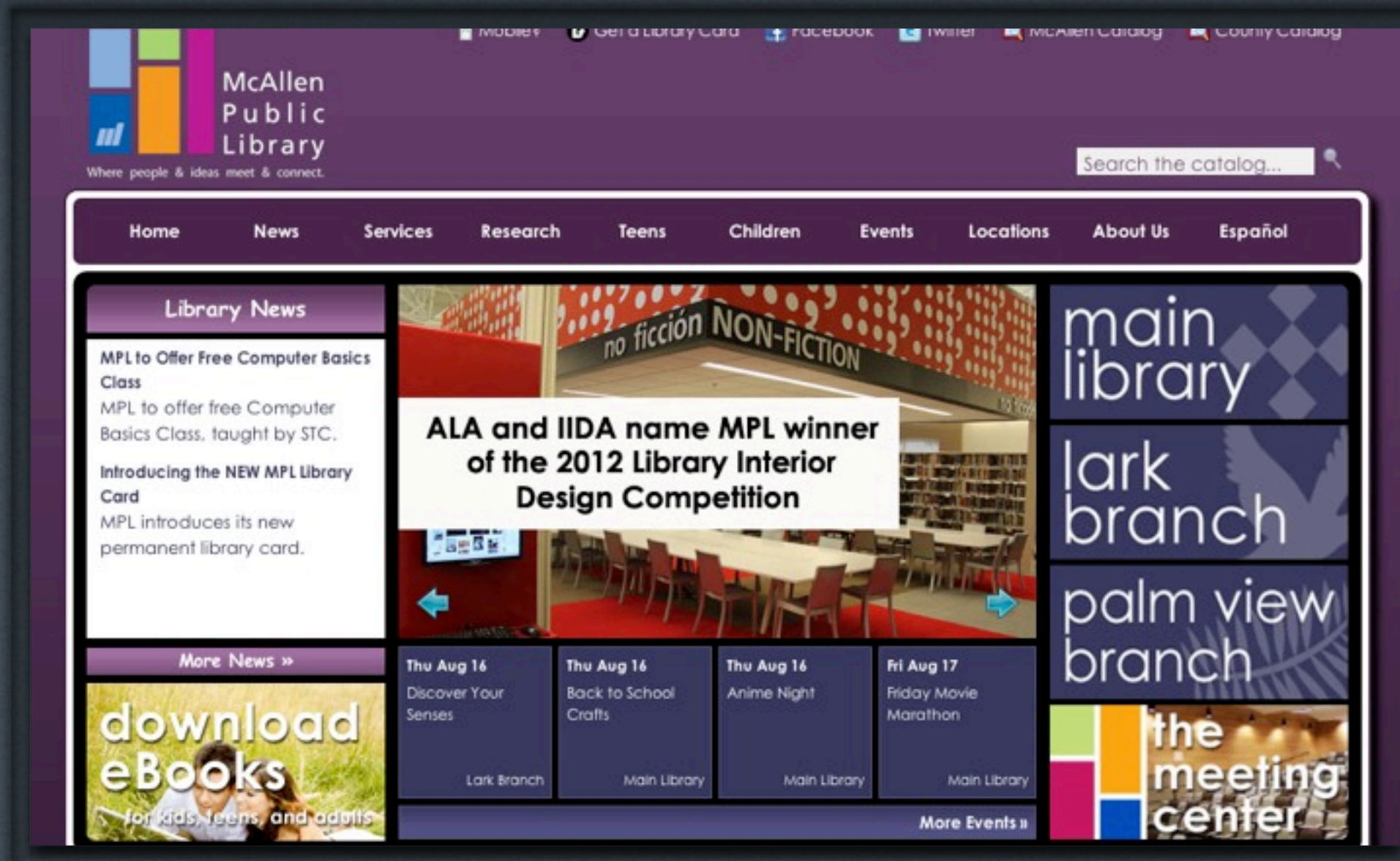




# AnyThink Libraries

Source: [www.anythinklibraries.org](http://www.anythinklibraries.org)

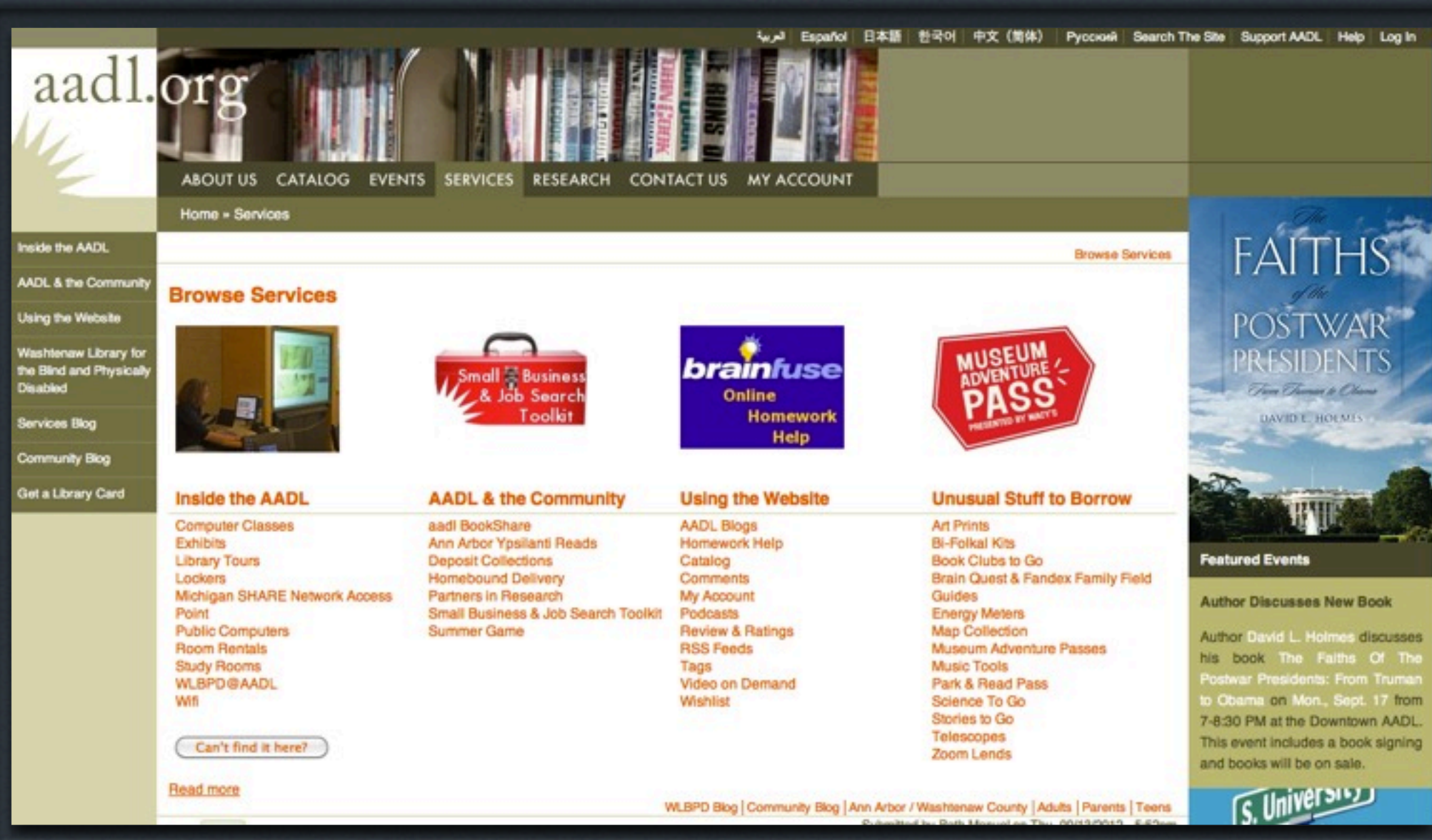




# McAllen Public Library

Source: [www.mcallenlibrary.net](http://www.mcallenlibrary.net)





# Ann Arbor District Library

Source: [www.aadl.org](http://www.aadl.org)



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

We need you!



Help transcribe



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



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All Articles Books & Media Our Website

Search books, articles, journals & library website

Search

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Technology Lending  
Computer Availability  
Create Digital Media

### Studying

Reserve a Room  
GroupFinder  
Learning Spaces

### Courses

Course Tools  
Course Reserves  
LOBO



### 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





Humanities  
Council

*Kansans Tell Their  
Stories Community  
Heritage Grant*

[Click to Link to  
INTERVIEWEES  
as they are added.](#)



[Darrel Miller](#)



[Karen Miller](#)

## KINSLEY LIBRARY

# Tractorcade to D.C.

*Edwards County Farmers and the American Agriculture Movement - 1979*

**Coming February 5, 2013**



*We The People Initiative*

[Click to Link to  
INTERVIEWEES  
as they are added.](#)

### 1979 TRACTORCADE PARTICIPANTS FROM EDWARDS CO.

Peggy Arensman  
Hazel Belcher  
Lee Belcher  
Lester Derley  
Dolores Jones  
Doyle Jones  
Darrel Miller  
Karen Miller  
Ed Scheufler  
Marjory Scheufler  
Leo Schinstock  
Mary Ellen Schinstock  
Bob Schmitt  
Beverly Snyder  
Clara Stapleton  
W. A. Stapleton  
Jean Titus  
Jim Titus  
Mildred VanNahmann

Vernon VanNahmann  
Jack Wolfe



These oral histories will preserve the stories of the Edwards County farmers who joined farmers from all over the country to travel to Washington D.C. They climbed into their tractors (one with an open cab and one driven by a woman) and braved the cold and snow of the winter in 1979 to protest farm policy.

In July, 2012, the Kansas Humanities Council awarded the Kinsley Public Library a Community Heritage grant for \$1,984 in support of an oral history project which will collect and preserve 10 interviews of county residents who participated in the 1979 Tractorcade to Washington, D.C.



*Tractors line up on the mall in D.C.*



As the tractors moved east across the country, traveling at 14 mph, they gained force and arrived in Washington D.C. on the morning

# Kinsley Public Library

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



# Others?



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

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



# Innovative Ideas





**Tim Berners-Lee**

@timberners\_lee



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#openingceremony @webfoundation @w3c



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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>





Hey Hil, Whatchu doing?



Running the world.

# Memes

[textsfromhillaryclinton.tumblr.com](http://textsfromhillaryclinton.tumblr.com) &  
[mckaylaisnotimpressed.tumblr.com](http://mckaylaisnotimpressed.tumblr.com)





# iPod (and its headphones)

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





# Open...

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





**TED... Ideas worth  
spreading**

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





# AIDS & video gamers

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





# Pumpkin Trash bags

Source: <http://goo.gl/oPwh3>





# Navajo Code Talkers

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





Source: <http://goo.gl/4OgDU>



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



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



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



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



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



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



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



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...

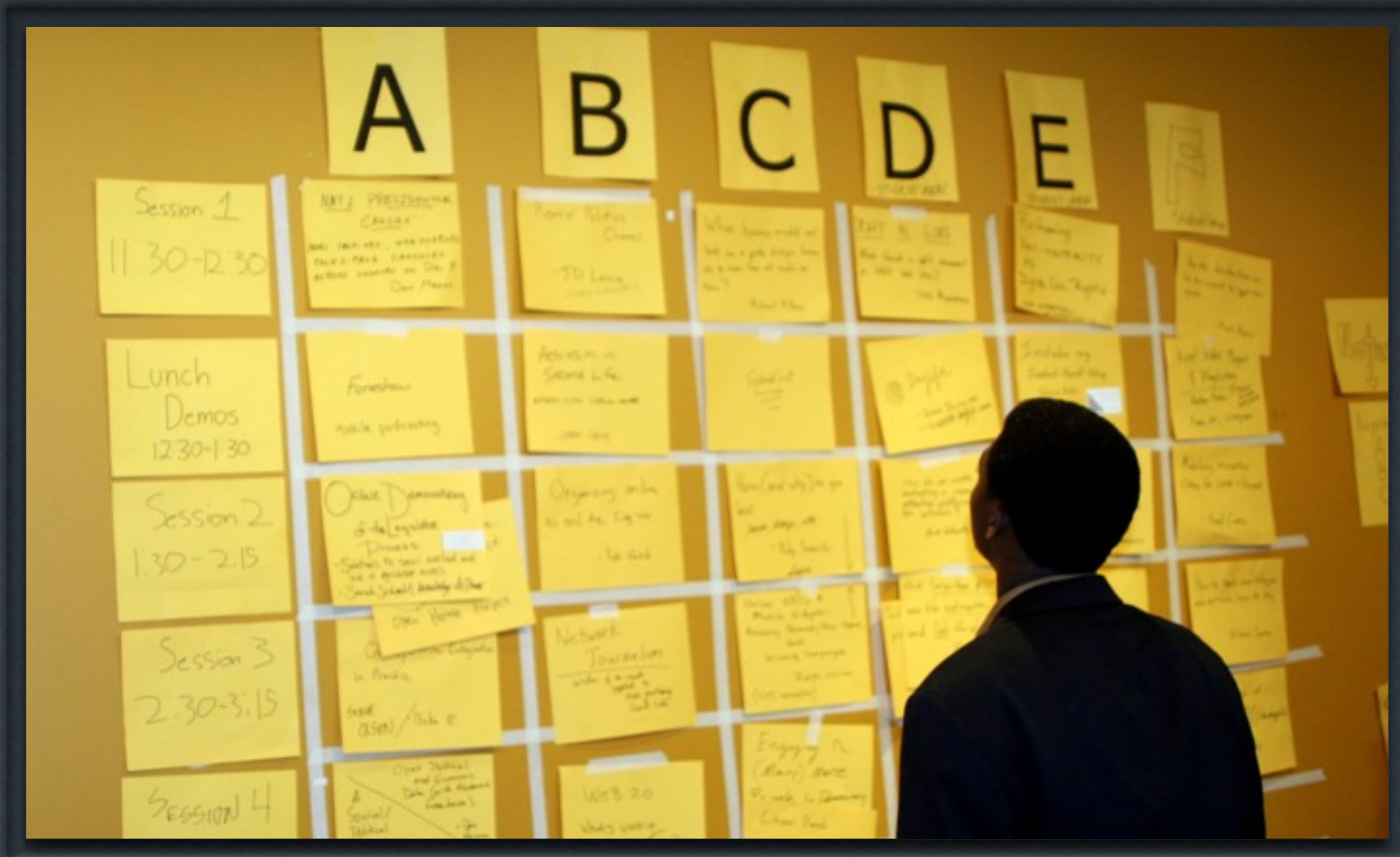




# Basketball

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

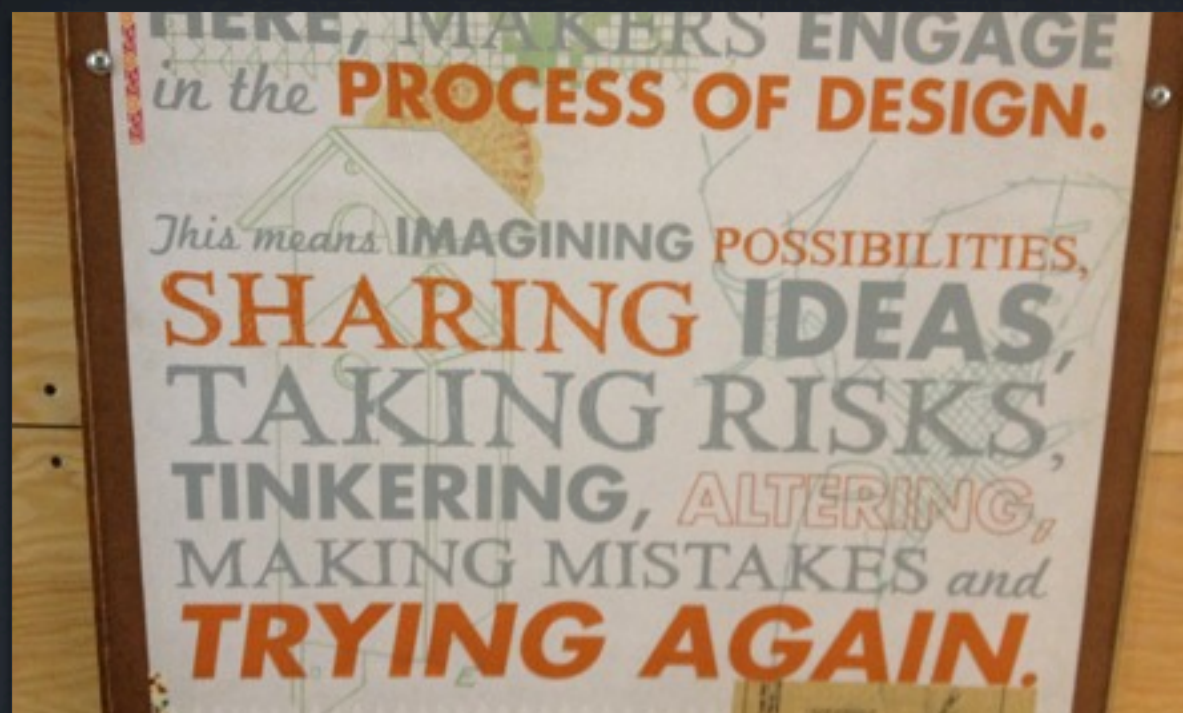




# Unconferences

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





# 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>





# Tech Central @ Cleveland PL

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





# **underground library Minneapolis, MN**

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





# Maker Spaces

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





# Art Gallery

Source: photo courtesy of morrillpubliclibrary on Flickr





# Bookstore Model

Source: <http://goo.gl/O65bM>





# Food & Drink

Source: <http://goo.gl/3r2S7>





# Library Parking Garage

Source: <http://goo.gl/4AM5>

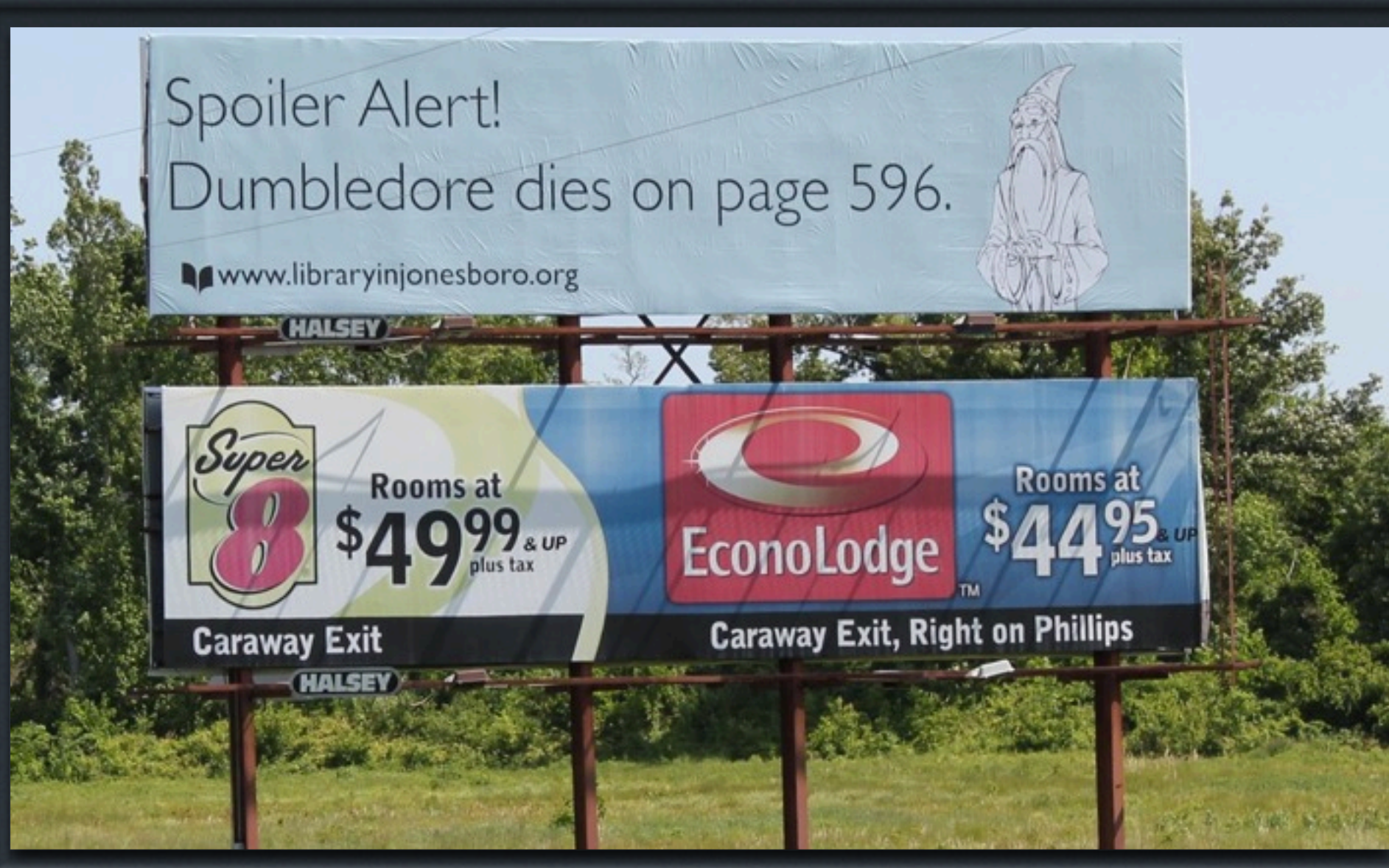




# Branding

Source: <http://goo.gl/l33jn>





# Jonesboro Library Marketing

Source: <http://goo.gl/EUU4Q>

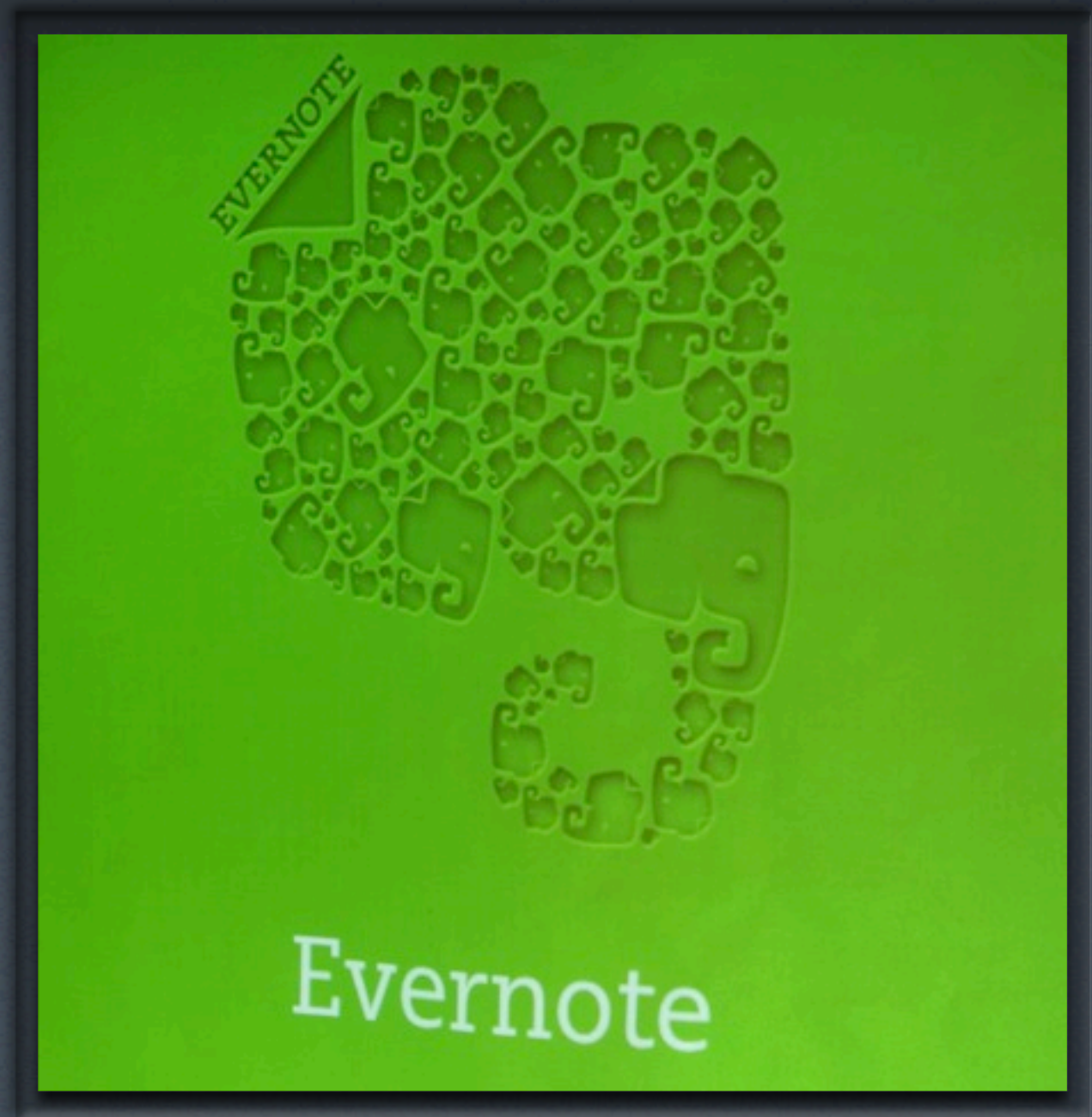




# Video spoofs: BYU

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





# Orientation Scavenger Hunt

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

Source: <http://goo.gl/LvV15>





# Library as Incubator

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





Friday, September 14, 2012





**Koha**

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

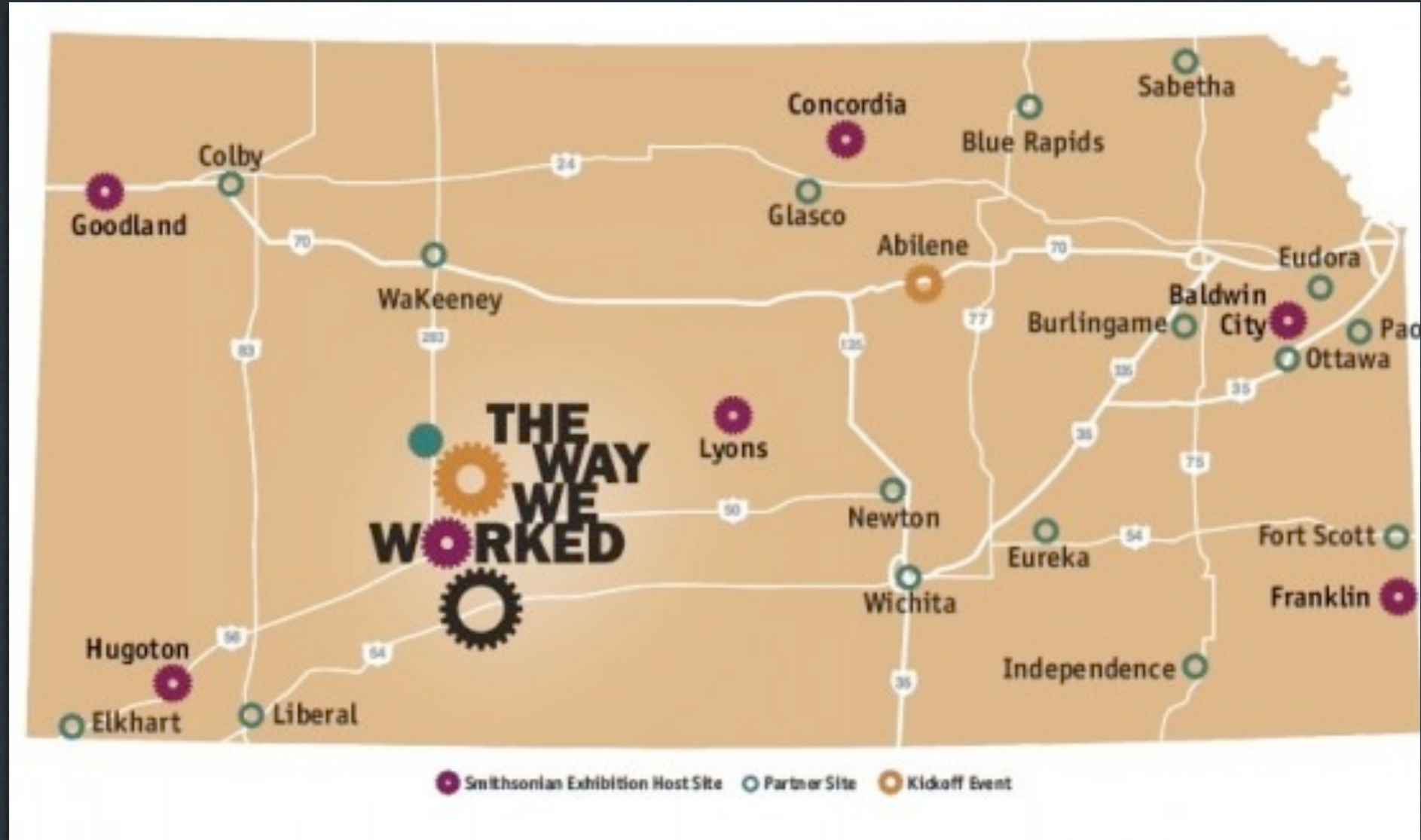




# Statewide Courier Service

Source: NEKLS photos





# Exhibits

Source: Kansas Humanities Council, <http://goo.gl/3AqWc>





# Community Education

Source: photos courtesy of Salina Public Library





# Digital Learning Labs

Source: photo courtesy of juggernautco on Flickr





# Programming

Source: photo courtesy of Wayne Rhodus

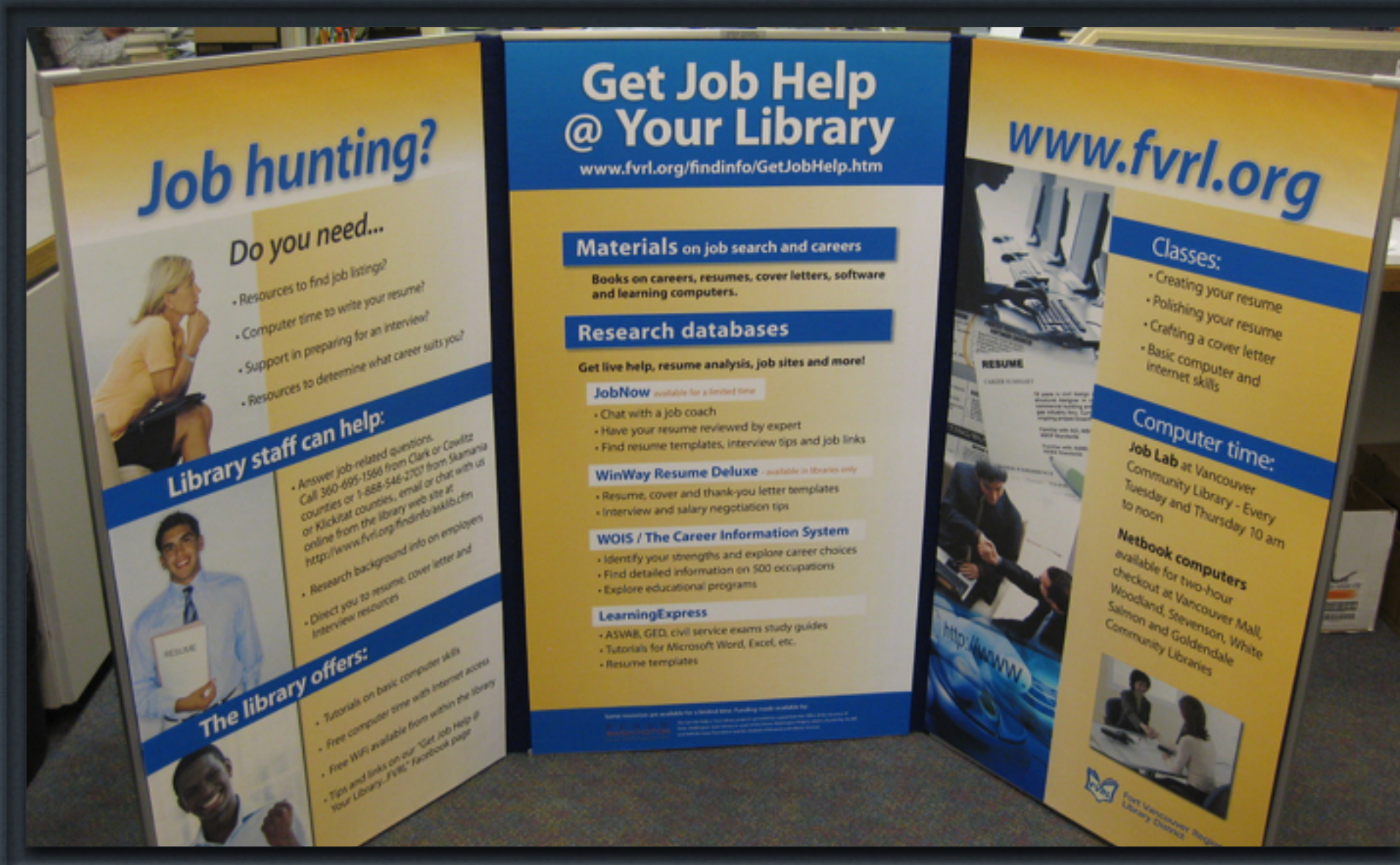




# Music...

Source: photo courtesy of theunquietlibrary on Flickr





# Job Help

Source: <http://goo.gl/NJ1Cx>





# Legos at the Library

Source: <http://goo.gl/q3YUZ>





# Language Learning

Source: <http://goo.gl/Q8Rse>



# Skype an Author Network

Sponsored by Author Mona Kerby and Library Media Specialist Sarah Chauncey

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Welcome to the Skype An Author Network

[Apply to be a Writer](#)

[Share this](#) [Report page](#)

## Virtual Author Visits in Your Library or Classroom

[DIRECTIONS FOR AUTHORS](#) - [DIRECTIONS FOR TEACHERS & LIBRARIANS](#)

**Today I tried a little experiment** -- I tied authors pages to a Pinterest Board -- started with the "A's" to see how it would [work](#). As long as authors posted a picture on their pages, it was easy to add them to the Board. See it here: [Pinterest Experiment](#)

**It all started when** author Mona Kerby visited [Grandview Library](#) in 2008 to talk to 2nd graders about her book [Owney, The Mail Pouch Pooch](#). In 2009, Ms. Kerby visited the class via Skype. The children and their teachers cheered when Ms. Kerby "appeared" on the Smart Board. Ms. Kerby talked about Owney and the process she went through to research, write, and publish the book. Several of the children asked Ms. Kerby questions and the whole group enjoyed waving at and thanking Ms. Kerby for "visiting". **The mission** of the Skype an Author Network is to provide K-12 teachers and librarians with a way to connect authors, books, and young readers through virtual visits. **Wouldn't it be great** to invite authors into your classroom or library to [video chat](#) with students before, during, and/or after

FREE SKYPE TOURS  
OF NEWS ROOM!



# Skype an Author

Source: [skypeanauthor.wetpaint.com](http://skypeanauthor.wetpaint.com)





# Human Library

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





**Checking out....  
(cakepans; bikes; ...)**

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



# LOCK N' LIGHT

If there are two things burglars hate, it is locks and light. Keep your home safe by locking your windows and doors and lighting your doorways through the night.

The District Attorney's Office would like to help ensure all Douglas County residents are safe and is providing free compact fluorescent bulbs to assist in keeping doorways lit through the night in an affordable and environmentally responsible manner.



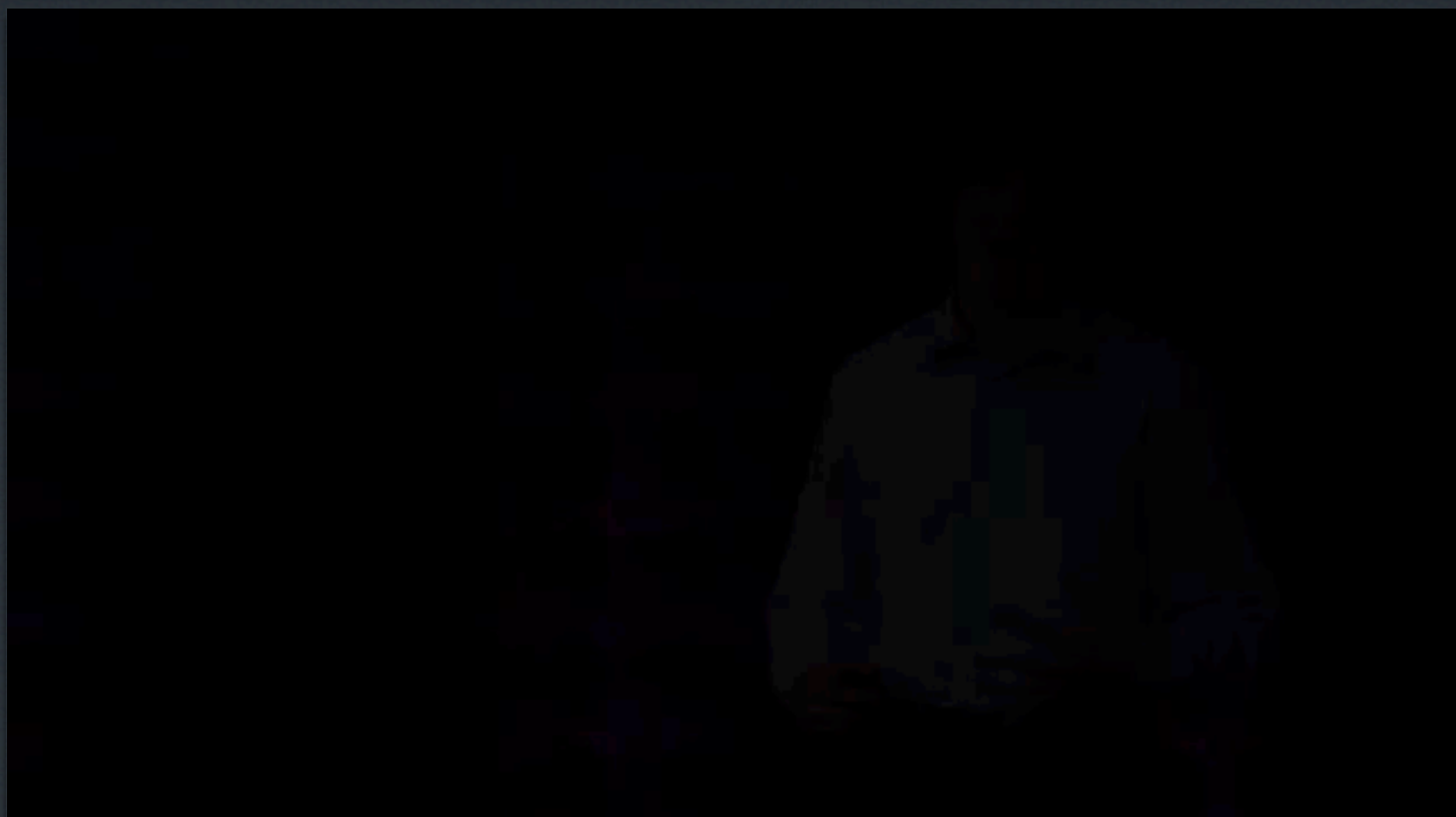
## Lock 'n Light Campaign

Source: 6News Lawrence, <http://goo.gl/1vC00>



# **Shared Qualities of Innovation**





# Jack Andraka

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



# Your Observations?



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



# Enthusiasm



# Personal



# Curious



# Tenacious



# Luck



# Support



# Resolute



# Caring

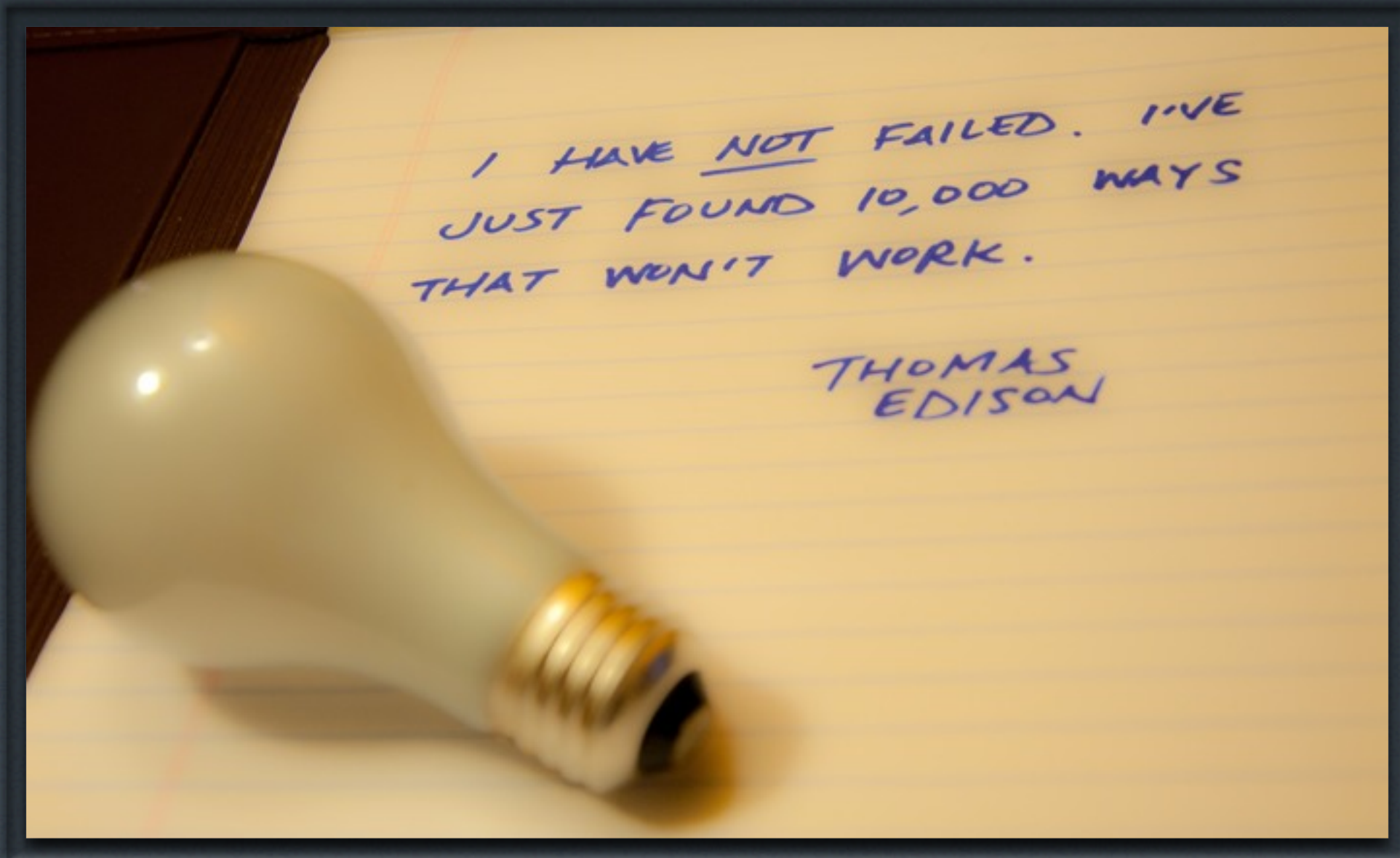


# Problem-Solver



# Partnerships





# Failure isn't the end

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



**How do you  
begin to innovate?**



# The Five Whys

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





# The Jefferson Memorial

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





# Name a problem

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





# Ask Why

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





# Get an Answer

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





**Ask Why about THAT**

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





**Repeat 5 times**

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



# 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



# Your ideas?



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

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



# Idea Sources



# Your Colleagues



# Other Librarians



# Other Professions



# Your Community



**TED**

[www.ted.com](http://www.ted.com)





# THE UBIQUITOUS LIBRARIAN

In the pursuit of user-sensitive librarianship.

[Home](#)

[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



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

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

### 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>





# Library as Incubator

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



# **A brief PSA about grants...**

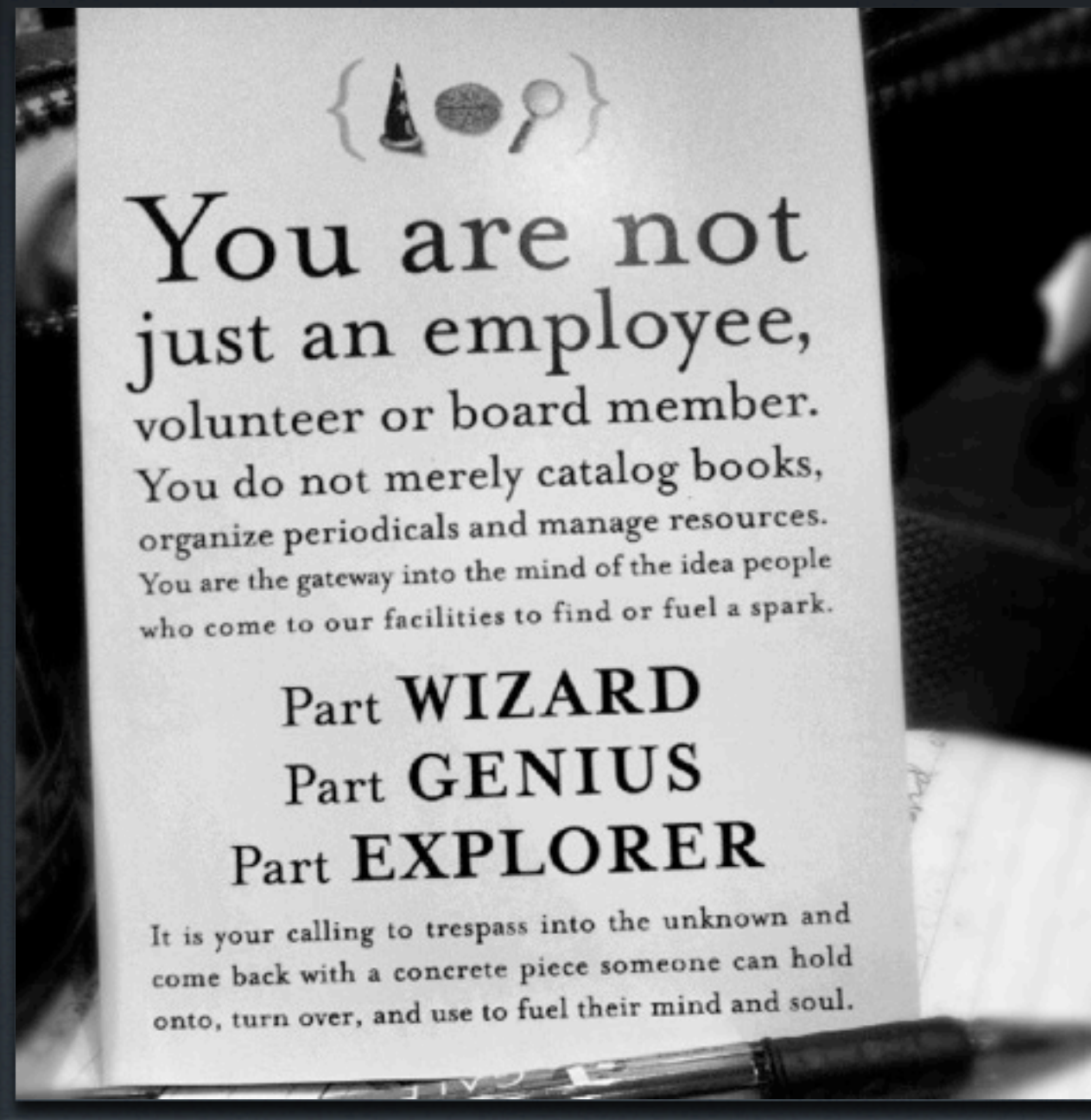


# Your Ideas?



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

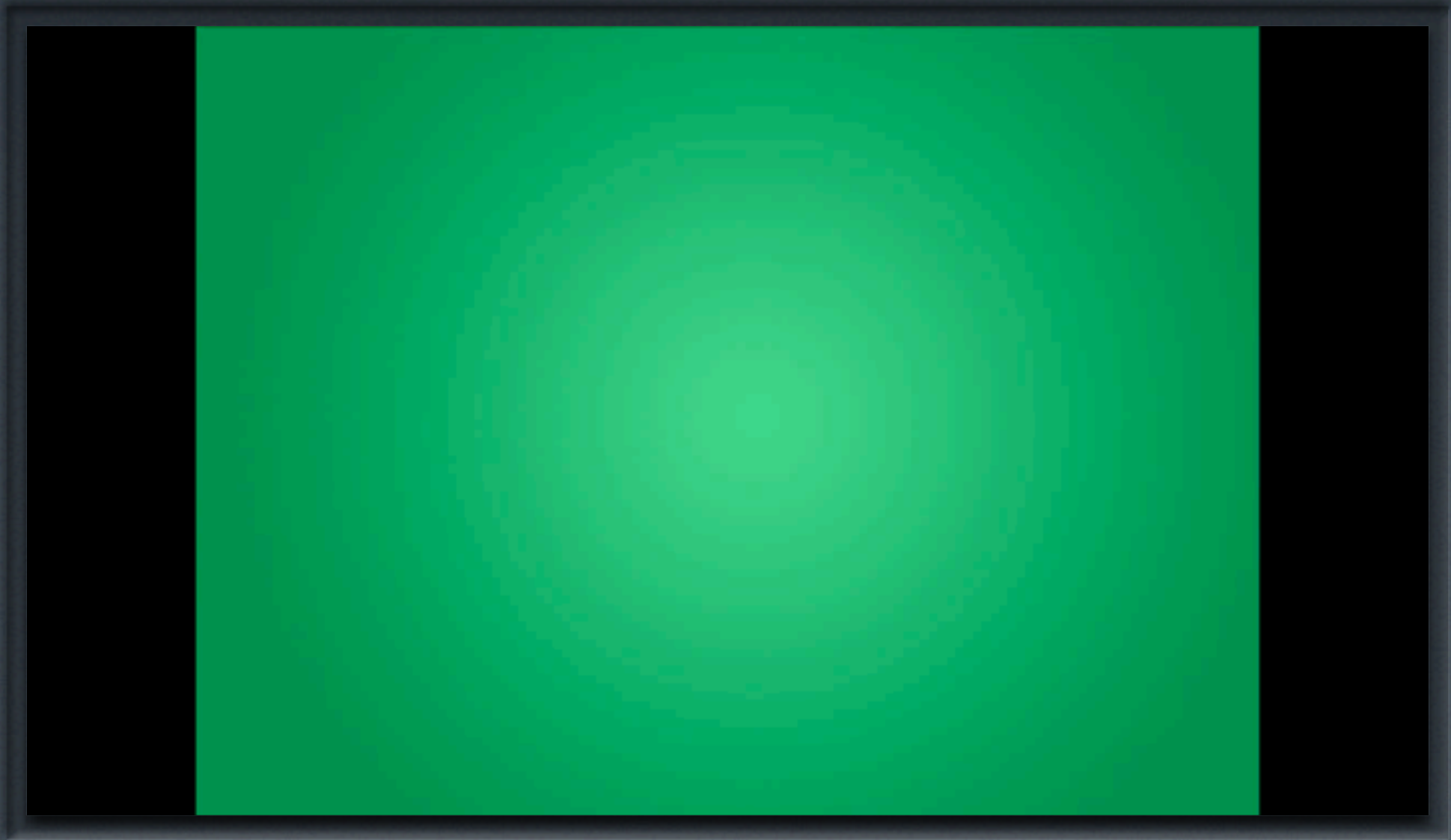




**“Librarians” can  
change the world**

Source: From the R(squared) conference,





**“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)

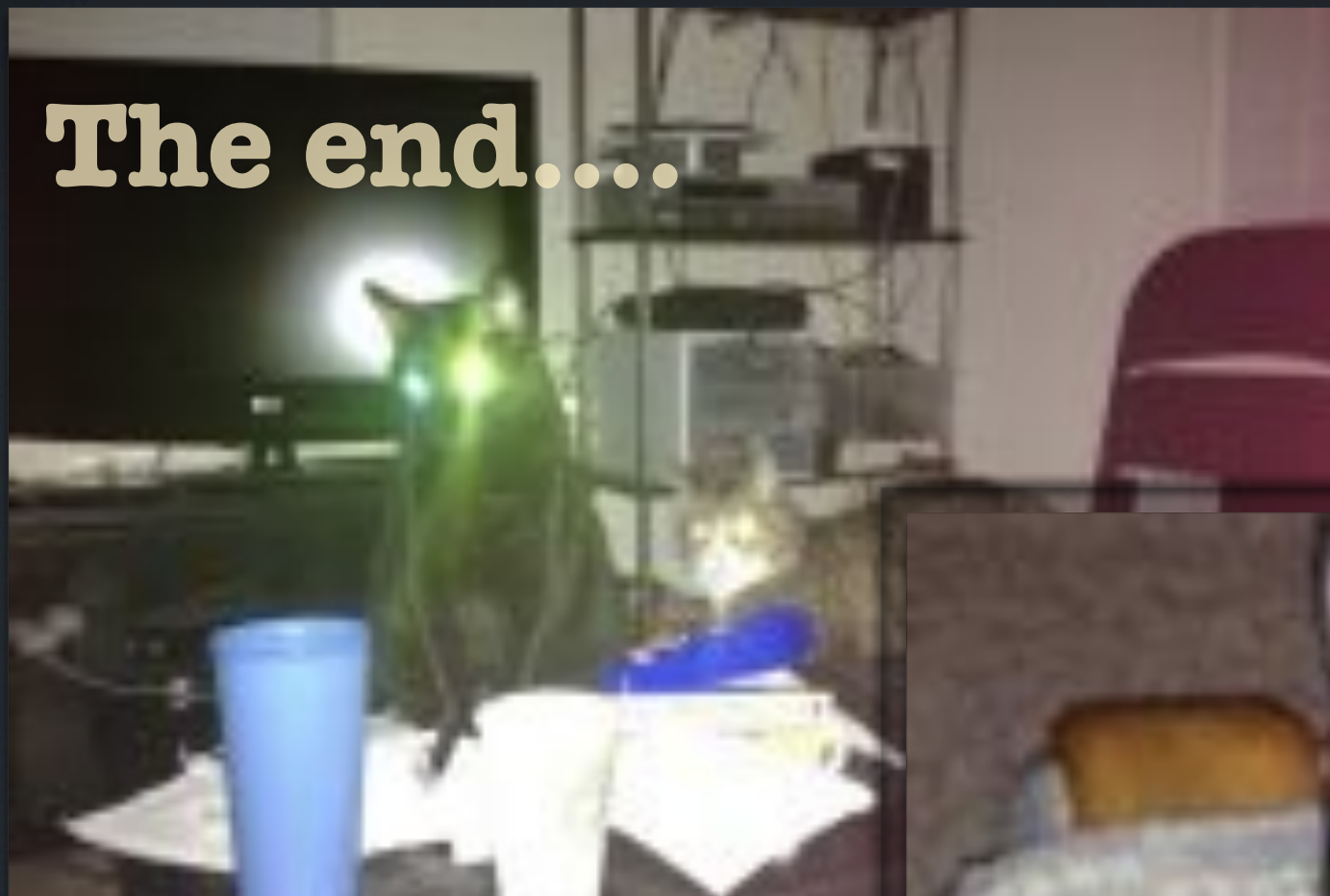


# Further Reading

- 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>



**The end....**



**...radioactive  
cat took over**



Photos by Heather



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