New Roles for Librarians and Info Pros

Developing a CI Function from Beginner to Expert

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Off to a good start….what next?

• Additional considerations?
• Providing CI services
• Proving value-add
• Obtaining buy-in
• Evolving
10 Considerations When Starting a CI Function

1. Where to report?
2. Why is the firm starting this function?
3. Who else is doing CI currently or previously?
4. How do I relate to other departments?
5. What is the firm culture of info sharing?
6. Do I have access to decision-makers?
7. What resources/budget do I have?
8. What resources might I need to purchase?
9. Will primary research be necessary?
10. Potential pitfalls and easy wins
Fine Tune

• Expand what “analysis” includes.
  – Observe and report
  – Visualizations
  – Communications platforms (intranet, email, video)
• Are you doing the right work? What can you drop? Evolve. Disrupt.
• Scalability – can you do more with same resources? How to be more efficient?
• Process documentation and improvement
• Internal consulting, teaching, advisory
Gauges and Dashboards

- How do you measure success? Is your measurement the same as management’s? How to align?
- If management thinks your ROI is “wins on pitches” how do you design a metric that accurately reflects your contributions?
- Lawyers struggle with “but for” cause in professional services BD so we talk about volume of work. We also focus on case studies and quality over quantity. We don’t always tie to hard financials
Roadshow

- Take it on the road!
- Find the early adopters, hook them early
- Sales calls, department/division meetings
- Come in to sell them something they know they need, then up-sell.
- Bennett Jones “the analyst is in”
- Biggest pitfall is not having the support and buy-in of leaders. Leaders are not always management
Roadmap

- Strategy
- Planning
- Measure
- Analysis