



# Outcomes, Value and Impact: Metrics for Library Success

## Developing Influence

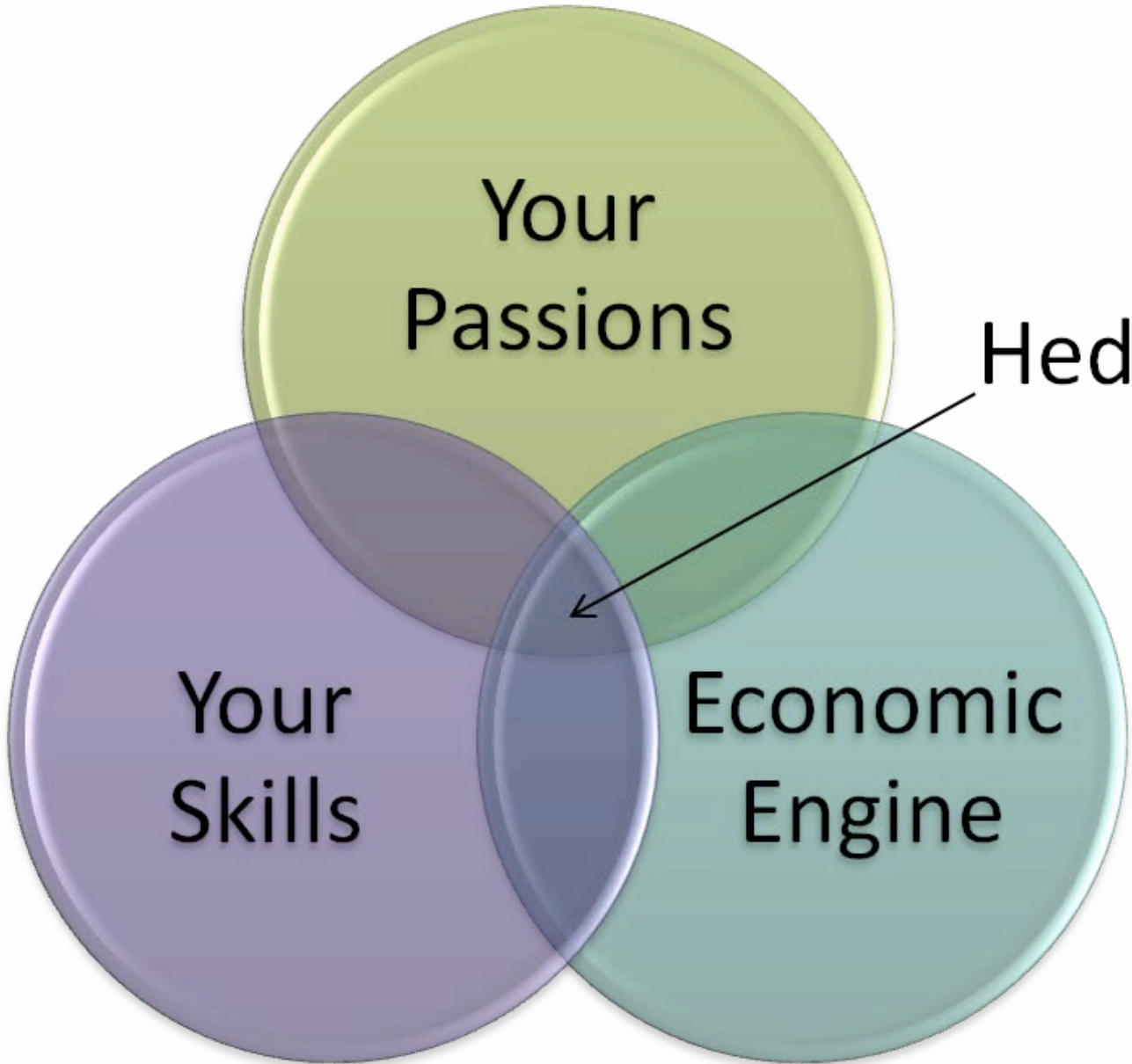
Why?





# Death by Opportunity?





Your  
Passions

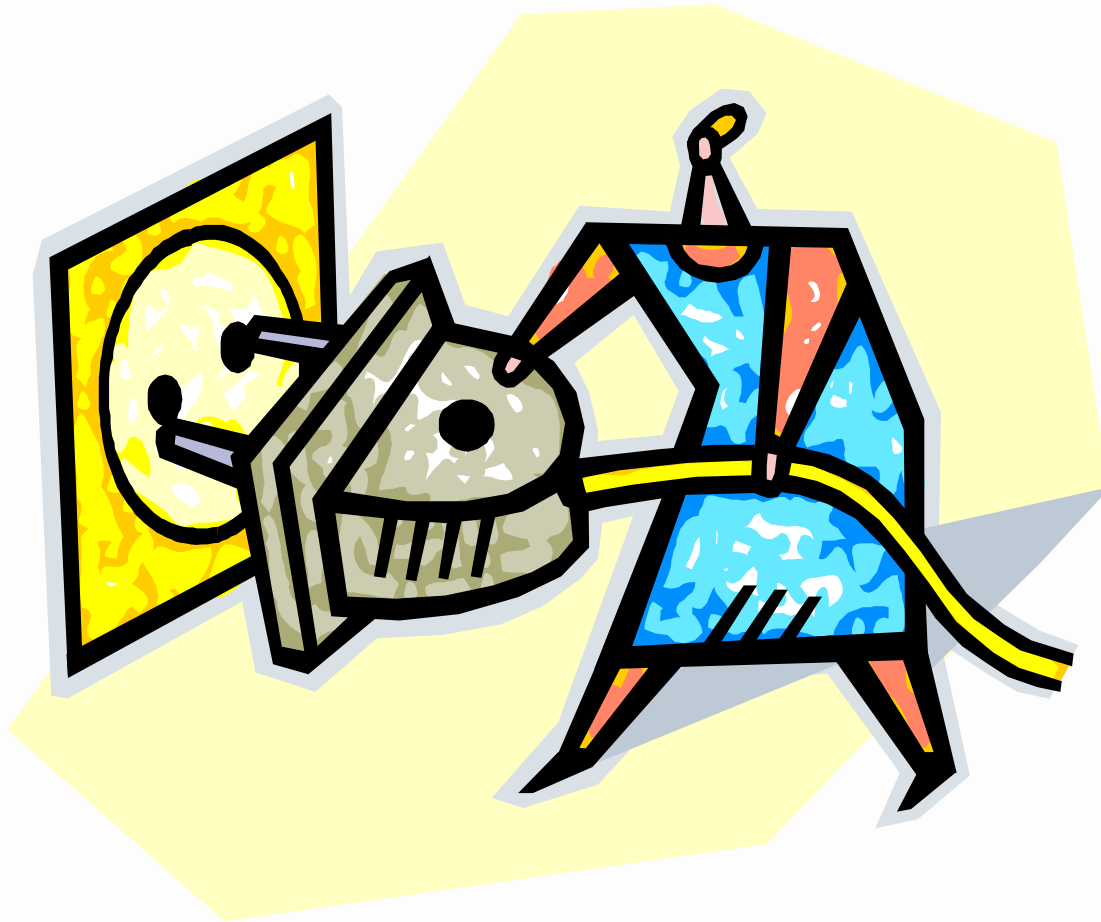
Hedgehog

Your  
Skills

Economic  
Engine



# Advocacy Rules

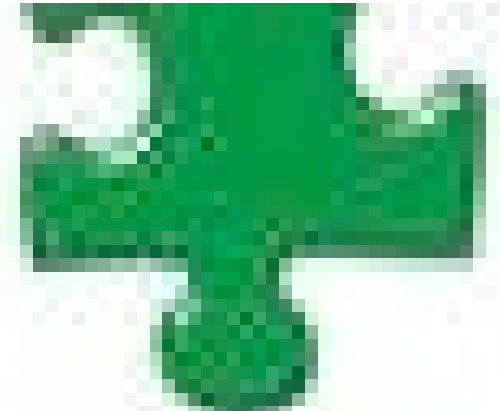


# The Means Not The End





# Universal Principles













# Trust is Critical

- Character
- Competence
- Confidence
- Credibility
- Congruence

Mortensen, 2008



core  
values







# So...

- It is about leadership and relationships...
- Evidence is the issue... although...
- It is understanding the target...
- It is understanding the strategies...  
whining...
- We need to exercise social influence...
- Networks...
- Tomorrow is too late to start...



To begin, begin.

-William Wordsworth



# Further Reading...

- For fun...
  - *Work the pond! Use the power of positive networking to leap forward in work and life.* Darcy Rezac, Judy Thomson, and Gayle Hallgren-Rezac. Old Tappan, NJ: Prentice-Hall, 2005.
  - *Yes! 50 scientifically proven ways to be persuasive.* Noah Goldstein, Steve Martin and Robert Cialdini. Free Press, 2008.
- More heavy duty...
  - *Influence: Science and practice.* 4<sup>th</sup> edition. Robert Cialdini. Allyn & Bacon, 2001.
  - Also recent articles by and about Cialdini in *Harvard Business Review* and *Scientific American*.

# The relationship is the message

