Creating Organizational Values
Using a staff-led approach
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

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
Identify what matters to stakeholders

Derive broad concepts

Iteration & feedback

Compile feedback & adapt Values

Revise and finesse

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

Invite | Welcome | Be Approachable
Take 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 highest but extremely important.
Sharing the message

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

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.
Ownership

We boldly take responsibility.
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
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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