

So you want to be an Academic Business Librarian?

A Roadmap (of sorts) for Your Professional Journey

**Susan Klopper, Director, Goizueta Business Library,
Emory University**



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**Developing, defining & refining
who you are today**

**Growing into who you want to
be tomorrow**



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Who are our customers?



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Your Foot in the Door



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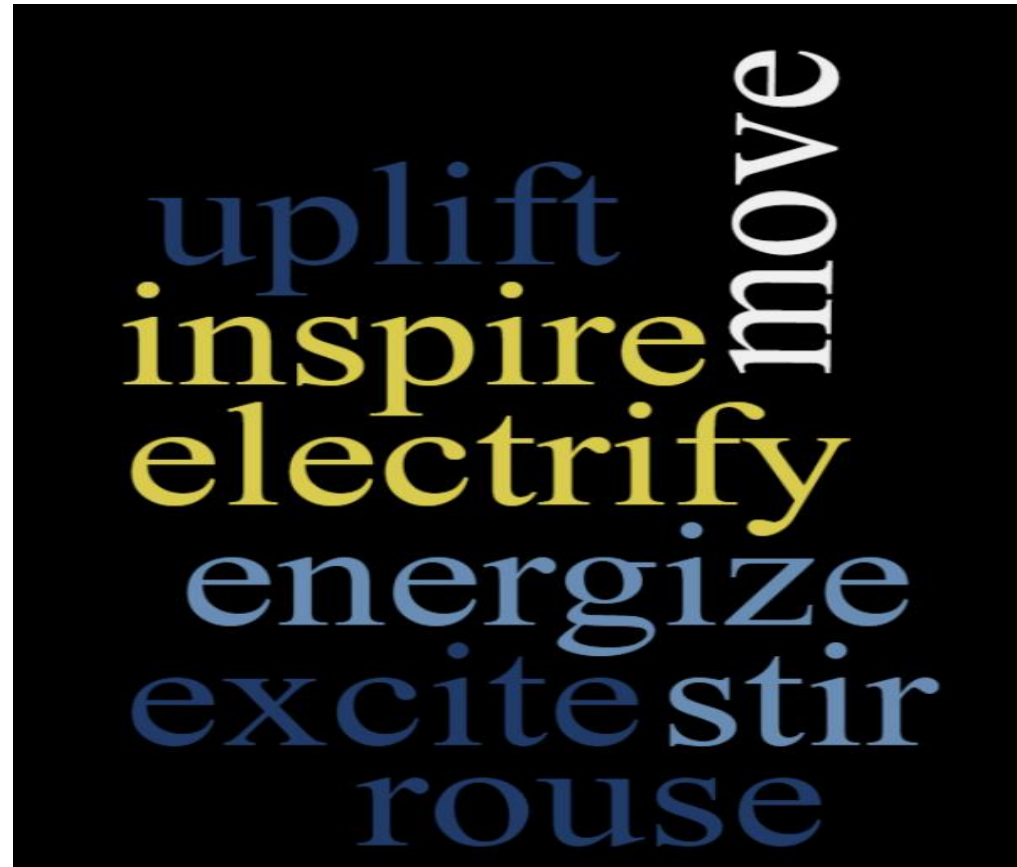
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Your Cover Letter

It matters.

**Seek to
inspire.**

**Don't waste
my time.**



Technical Skills & Knowledge



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Soft Skills / Emotional Intelligence

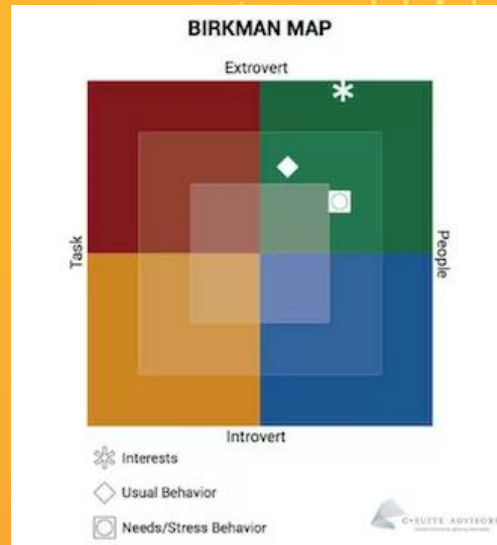
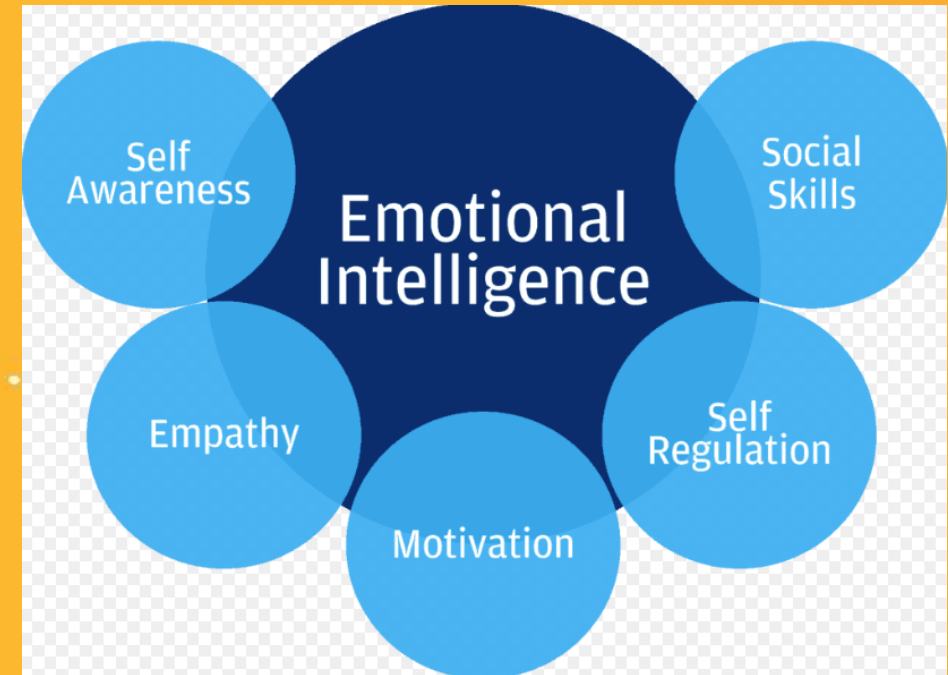
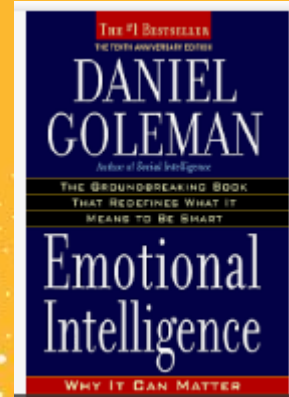
Confident
Self-Assured
Comfortable with putting yourself out there / Outreach
Pro-active
Assertive / Persistent
Strong negotiation skills v. “YES”
Exceptional communication skills
Common Sense
Sense of Humor
Determined
Information seeker / Excellent listener
Humility /Patience
Natural Risk Taker
Embraces Constant Change & New Opportunities
Comfortable with failing
Races to get out of your comfort zone



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Emotional Intelligence



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**“To MBA or not
(to) MBA”**



Differentiate Yourself

Ask questions. Don't stop.

Seek out mentors.

Roll up your sleeves.

Be naturally inquisitive.

Be authentic. Acknowledge you don't always have the answers in the moment.

Be confident.

Don't just say "yes." Learn to negotiate effectively from day one.

Follow up. Follow up. Follow up.



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Differentiate Yourself

Embrace change and risk.

Embrace ambiguity.

Advocate for thinking differently.

Take advantage of opportunities.

Keep a sense of humor. At all times.

Be known as a problem solver

Be known as a critical thinker

Be known as an influencer

**Be visible – in your customer's spaces,
physical and virtual.**



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Differentiate Yourself

Develop customers for life.

“What separates extraordinary professionals from ordinary one? Why are some professionals always drawn into their clients’ inner circle of advisors, while others are employed on a one-shot basis and treated like vendors?”

Clients for Life: How Great Professionals Develop Breakthrough Relationships. Jagdish Sheth and Andrew Sobel.



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Trusted Professionals have an Abundance Mentality


Professionals with an *abundance mentality*:

- Always look for opportunities, growth, and expansion
- Constantly generate new ideas
- Are positive and upbeat in their demeanor
- Feel there are rewards enough to go around for everyone
- Are willing to invest time and resources in the short term in order for a bigger purpose


Professional with *scarcity mentality* in contrast have different attitudes:

- Primarily concerned with what might go wrong and what won't work
- Focus on the risks rather than the potential rewards
- Believe that life is a zero-sum game, with limited opportunity to go around
- Are concerned with getting their fair share at all times
- Won't make investment that don't show an immediate return

Professional Development

- Figure out what you love to do – write, speak, etc. Then go for it. Put yourself out there, tap into colleagues, networks, etc.
 - Explore practice-based conferences Internet Librarian
 - LOEX
 - Internet Librarian
 - Look for learning opportunities within and outside of library associations/conferences.
 - Your business school
 - Leadership
 - Business Acumen
 - Design Thinking
 - Emotional Intelligence
 - Data Analysis
- 

Embrace the Vendor Community

- **Colleagues. Friends. Networks. Opportunities.**
 - Respect knowledge. Opinions. Insights
 - **Become a sphere of influence.**
 - Hone negotiating skills.
- 

What is Your Value Proposition?



Questions??

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