Turning information into insights: Quick tips for adding value

Internet Librarian 2011

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CAN YOU BE REPLACED?

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Information innovator

- Information expert
- Search results → insights
- Deliver results that
  - Answer "So what?"
  - Assure information will be used

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Info Pro ⟶ Info Analyst

Comparisons
Patterns
Chunking
Prove/disprove
So what?

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Listen and learn

Reference interview
Informational interviews
Frequent requests
Project follow-up

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$64,000 QUESTION

How will the information be used?

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"There is a simple way to package information that, under the right circumstances, can make it irresistible. All you have to do is find it."

Malcolm Gladwell
The Tipping Point

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QUICK TIPS FOR TURNING INFORMATION INTO INSIGHTS

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The basics

- Table of contents
- Executive summary
- Cover letter

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Add Quick Summaries

Is Hulu a stolen idea? Arbitration to decide

Los Angeles Times

July 09, 2010|Meg James

A Los Angeles County judge on Thursday referred to arbitration the case of a Canadian engineer who contends that NBC Universal stole his idea and business strategy to launch Hulu, the website that shows TV programs and movies.

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Add a word cloud

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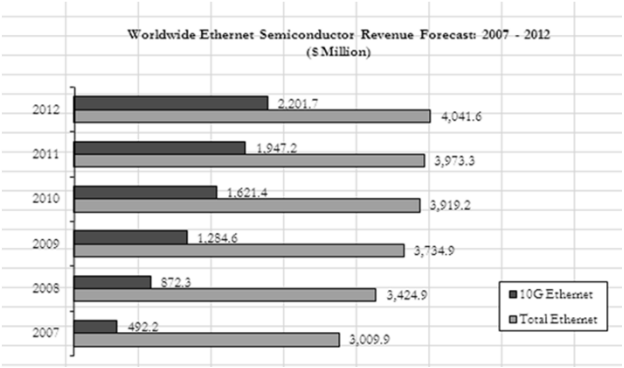
Add meaning to (boring) numbers

	Worldwide Ethernet Semiconductor Revenue Forecast ($ million)					
	2007	2008	2009	2010	2011	2012
Total Ethernet	3,009.9	3,424.9	3,734.9	3,919.2	3,973.3	4,041.6
10G Ethernet	492.2	872.3	1,284.6	1,621.4	1,947.2	2,201.7



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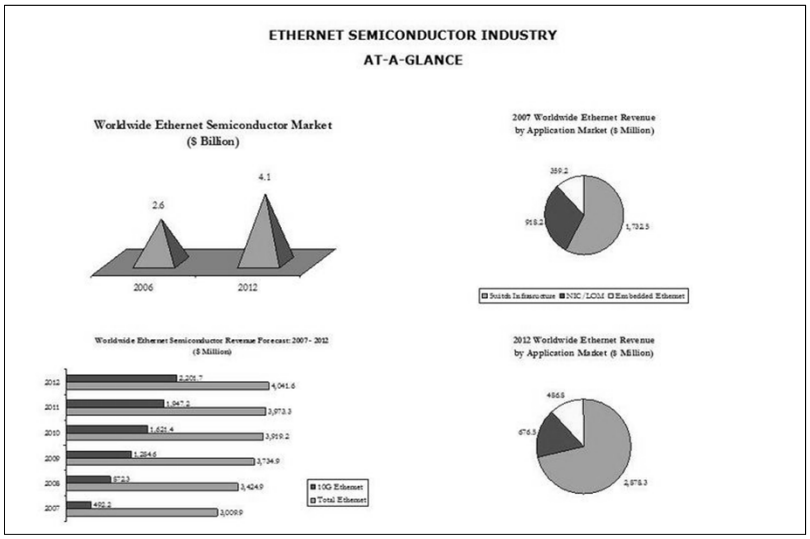
Build a dashboard



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Include images

- Image search at search.usa.gov
- Creative Commons search
  - Flickr.com advanced search (snipurl.com/256ipl)
  - Google Images advanced search (snipurl.com/256igw)
- iStock.com

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1. How do they select a vendor?
Company A We go through different vendors. There's a value to that because each vendor specializes in different types of market research (e.g. different technical and development areas and different approaches). I don't want to spend my time educating a moderator on the critical factors for that research – they need to already be an expert in that topic. That's why I'd have a concern with AORN doing the market research itself. The field is so broad with so many areas even within the surgical arena. We select vendors based on: Expertise in surgical area Expertise in the type of marketing/stage of product development involved Ad testing Product development Additional factors include: Budget – that always comes into play Timing to produce the needed product (i.e. market research itself) Having an established reputation within the field.
Company B We don't use outside vendors. We do try to keep our panel geographically dispersed but realize that it's still a small sample. We're aware of things that could affect our group, like any focus group – e.g., the Hawthorne Effect. We value highly what they say, but it's not the be-all and end-all for us.
Company C We don't use any.
Company D We use so many different ones. The company consolidated a lot of vendors – we have an approved list. It's often a bidding process, and we work with different people all the time. The things we look for include: 15-20 years experience in MR Some experience with healthcare MR Not healthcare-only providers, but we don't want to be anyone's guinea pigs

Try different views

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Use a matrix

COMPETITION AT-A-GLANCE
(Follow links for more details)

COMPANY	SERVICES/PRODUCTS											MARKETS			
	Type 1			Type 2								Industry		Setting	
	1-1	1-2	1-3	2-1	2-2	2-3	2-4	2-5	2-6	2-7	2-8	I-1	I-2	S-1	S-2
Client Company	**X**	**X**		**X**	**X**		**X**			**X**			**X**		**X**
Company A	X		X	X	X	X			X				X	X	
Company B	X	X											X	X	

Codes:		
1-1 =	I-1 =	
1-2 =	I-2 =	
2-1 =	S-1 =	
2-2 =	S-2 =	
2-3 =		

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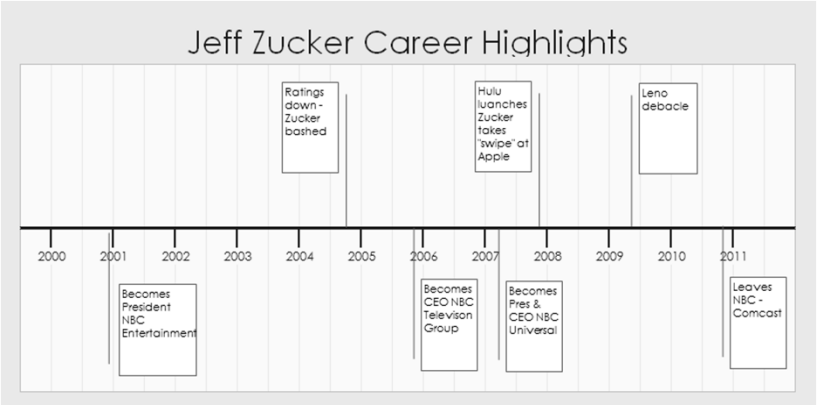
Try a timeline



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Offer updates

RSS feeds
Email alerts
pipes.yahoo.com/pipes
Factiva Widget Builder

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Consider new formats

PowerPoint
Excel
Phone
In person

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Create a value-add toolkit

Templates – Word, PP

Word Styles

Chart gallery

Branded!

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Create research products

"Issues Tracker" for European associations (Frederic de Hemptinne, The Sustainable Synergies Group, Belgium www.sustainable-synergies.eu)

"Know Before You Go" reports (Business Link, London http://digbig.com/5bdpnm)

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Invest some time in:
- Learning
- Creating templates

High ROI

Showing **your** value

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Additional resources

- MarcyPhelps.com blog
- Mary Ellen Bates: www.MEBaddsvalue.com
- Angela Kangiser, What 'Value-Added Deliverables' Means Today, *Online*, Jan/Feb 2011

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