

# Creating a Culture of Innovation

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LEARNING  
COMMONS  

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LIBR@RY

College of  
**Business +**  
**Economics**

**5 years ago > restructuring**

**innovation = core value**

**innovation = 1980s**

**core value  $\neq$  core practice**

How might we internalize innovation  
so that it becomes part of our DNA?

**learning = doing**



# experiments

innovation boot camp

entrepreneurship

startup thinking

startup weekend: libraries

**in the water**



**Creating a  
Culture of  
Innovation**

**Practice  
People  
Platform**

Thoughts on  
**Creating a  
Culture of  
Innovation**

from a middle  
manager at some  
university up in  
Canada

**Platform**

budget allocation

project approval/oversight

innovation incentives

celebration + recognition

**Platform**

**plans v. models**

# plans

built on assumptions

assumptions become facts

plan becomes static

library-centric



**plans**

productivity measured  
against the plan

“No plan survives first contact  
with its customers.”

-Steve Blank

based on observations

assumptions get challenged

models are dynamic

client-centric

**models**

productivity is measured  
by performance

**models**

**predict** **v.** **build**  
**the future** **the future**

# Innovation Fund

How might you remove  
organizational  
barriers to innovation?

**People**



attracting/retaining talent

vision + motivation

user experience

collaboration + co-creation

**People**

**test the product**  $v.$  **test the problem**

**problem-solution fit**

“There are no facts inside  
the building, so get outside.”

-Steve Blank

# The Listening Project

How might you enhance creative confidence in your organization?

# Practice

foster experimentation

share insights

borrow methods

fail faster

**Practice**



**pilot projects v. iterative design**

**build-measure-learn**

“The only way to win is to learn  
faster than everyone else.”

-Eric Ries

# Research Help Desk

How might you celebrate the experiments that are currently happening in your organization?

**Practice  
People  
Platform**

**Persistence**

**Researchers**



# Researchers

observe phenomena

state hypotheses

design an experiment

collect data

draw conclusions

**Researchers Repeat**

What would happen if you viewed  
your library more like a lab?  
What would you learn?

**Thank  
You**

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