The impact of the digital era in libraries... beyond the obvious.
Once upon a time
Digital innovation on warp speed
The human impact of the digital era
The importance of culture and morale

- These are often emotional states so not something we can create a precise formula to control or fix
- It is the shared feelings and attitudes that employees have about their job and workplace
- They are continuous, dynamic states which must be constantly worked at
- It is about the collective psyche of individuals so it needs an approach based on the nature of the individuals or team involved

“IT’s not exactly the sort of morale booster I had in mind.”
From the perspective of our people...

- Constantly changing skill needs
- Workload pressure
- So many choices and opportunities
- Uncertainty about the future
- Complexity of demonstrating our value
- Multiple formats, multiple devices
- Content access and production
- Needing to respond quickly
- User expectations
- Loss of control

With all that technology, surely you can do it all without as much money or staff
• Cultivate a culture of taking risks and experimenting
• Be comfortable with failure
• Take the approach of iterative design and evolve as you learn
• Focus and enable a shift from good to great
• Embrace the digital natives
• Champions can be found in unusual places
• Go with their passions
• Diversify your skill base
• Let people take real ownership
• Stay true to your values and those of your community
• Make genuine connections with your community
• Take the time to really listen to what your community wants
Make everyday full of fun and nonsense
• It starts at the top
• Engage strategically
• Celebrate often, even the small wins
• Everyone needs to feel included and valued
I love my job!