Pragmatic Utopians & Building a Movement

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Set an Agenda

Present

Task 1

Task 2

Task …

Task N

Preferred Future

Anticipated Future
Build Linkable Ideas

• Ideas Need a Findable Home on The Web
• Name Everything
  • An Easy Tag to Refer Folks To
  • Makes It Seem Bigger and More Than Just You
• Open Web v. Social Media Closed Gardens
• Linkable as in Invitations to Be a Part
• Always be Ready for “The Ask”
Build a Collection

- Capture Everything
- Open Software ➔ Open Effort
  - Screen Capture
  - Idea Trailers
Expect More: Creating Better Libraries for Today’s Complex World

26 May 2016 by rdlankes

"Expect More: Creating Better Libraries for Today’s Complex World" Cuyahoga County Public Library Staff Development Day. Parma, OH. [Please note this is the first of three times this talk was presented, so if it doesn't sound familiar you may have been in a different session.] Slides: CCPL-Staff Audio: CCPL from R. David Lankes on Vimeo.

Expect More at ALA Annual

19 May 2016 by rdlankes

We’re putting together a working session for folks interested in crafting messages, materials, and projects to promote librarians to the general public. We are doing an increasingly good job getting the word out about libraries growing relevancy and community focus, but folks need to know this is a result of librarians and library staff.

Read More

Build a Narrative

• Tell Stories
• Every Presentation Should be a Journey
• Think in Tweets
• Bridge From Normal to Extraordinary
• Always Go Big
Build Tools

- Standards
- Associations/Groups
  - Crazy Ideas List
- Software
- Books
- Events
<table>
<thead>
<tr>
<th>Linkable Ideas</th>
<th><strong>What are they?</strong></th>
<th><strong>Specifics</strong></th>
<th><strong>Examples</strong></th>
</tr>
</thead>
<tbody>
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<td></td>
<td>What change/impact do you want to achieve and why? You need to spell out the ideas and create easy ways to refer to them. This allows folks to share these ideas, as well as find and learn more about them.</td>
<td>Create a place on the open (at least accessible) web that is easily linked to and indexed. Bigger ideas and projects may deserve their own site, but all ideas should include an invitation and ways to participate.</td>
<td>Expect More Collaboratory <a href="http://expectmorelibrary.com">http://expectmorelibrary.com</a></td>
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| Collections | People intrigued by ideas want to learn more and dig deeper into them. If they are very curious they are open to formative development. Make sure you provide ways of exploring ideas further through articles, blog posts, and online presentations. | Use screen capture software to create "Idea Trailers" that outline the basics of ideas and agendas. Create regular blog posts on how the idea is maturing and developing. Think "out loud." | Presentations and Blog Posts tagged as "Expect More" http://davidlankes.org/?cat=39 |

| Narratives | People respond to stories and examples. Think large scale narratives that bridge from existing practice and norms to a better future state. Use existing narratives and terminology to include people in the story of how WE will make the situation better. | Every presentation has a narrative arc from today to a better tomorrow. Narrative arcs should always be big - even incremental change can lead to or be linked to major positive change in the field or society. | Introducing the Expect More Collaboratory https://vimeo.com/129673682 |

| Tools | People need tools to make the narrative real, or to realize your ideas. They need workbooks and/or software to bridge from idea to reality. If you want people to join the movement, give them something concrete to join. | Write articles or books that spell out the idea with ample examples of how this will work. Develop standards, certifications, and events to deputize folks with your ideas and make them missionaries to new communities. | Expect More: Demanding Better Libraries For Today's Complex World |

**DRAFT 9/14/16- Brainstorm - Open to Suggestions**