

Role of the Library CEO

Internal

- Find the resources to do the work
- Manage expectations of what can be accomplished by setting priorities
- Make decisions to “just do it” to encourage action and sustained progress
- Focus on staffing challenges including (1) realigning and/or creating new positions; (2) supporting the staff who are leading and working on the learning cohort; (3) helping staff deal with the cultural change needed to think differently about library work in relation to entrepreneurship; and (4) communicating constantly with all staff as the work proceeds
- Promote and support user-driven programming by listening to staff, patrons and partners
- Stay connected to the learning cohort work and get directly involved when needed/requested
- Help sunset programs that aren’t working or are no longer needed

External

- Create greater awareness of the library’s role in the entrepreneurial system; sell it constantly and widely
- Be a visible champion in the community
- Carry out high-level advocacy that supports the library’s role in entrepreneurship and small business development
- Make the necessary external connections to support the effort and ensure that those connections lead to action