Leadership is about making others better as a result of your presence and making sure that impact lasts in your absence.

—Sheryl Sandberg

Why are you here?

Activity #1

How would you describe librarians?
Who is the Business Community?

- Professionals
- Entrepreneurs
- Job Seekers

The Business Community Matters

- 18 million solopreneurs and growing
- 28.8 million small businesses in the US
- 38.1% Diversity Ownership
- 48% of US Employees

People will forget what you said, people will forget what you did, but people will never forget how you made them feel.

-Maya Angelou
Activity #2

How would you describe entrepreneurs?

Entrepreneur
“An individual who, rather than working as an employee, founds and runs a small business, assuming all risks and rewards of the venture ... commonly seen as an innovator, a source of new ideas, goods, services and business/or procedures.”

Intrapreneur
“Intrapreneurs are usually employees within a company who are assigned to work on a special idea or project, and they are instructed to develop the project like an entrepreneur would.”

What do librarians and entrepreneurs have in common?

Stepping Into Your New Role
Embedded Business Librarianship
Embedded Business Librarianship Basics

What It Is About
- Meaningful relationships
- New perspectives
- Equal partnerships

What It Is Not About
- Promotional
- Superficial
- Easy

5 Steps to Embedded Business Librarianship

1. Create Your Networking List
2. Start Reaching Out
3. Make Your Debut
4. Create a Call to Action
5. Network, Network, Network

Clarity Comes From Action

Activity #3

Putting the 5 Steps to Embedded Business Librarianship Into Practice
Changes at the Library

- Programs & Presentations
  - Training
  - Networking events
  - Office Hours

- Long-Term Initiatives
  - Videos
  - Podcasts
  - Curated storytelling

- Coworking Spaces
  - Welcoming environment
  - Coworking club
  - Flexible spaces

Making It Work At Your Library

- Sustainability
- Hybrid Roles
- Slow & Steady
- Areas of Focus
- Network with one another

Taking Ownership in Your New Role

Innovation
Documentation
Support

"Dream big. Start small. But most of all, start."
-Simon Sinek
Thank you!

Any questions?

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Credits

* Definitions from Investopedia: https://www.investopedia.com/terms/e/entrepreneur.asp
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