



WINNING STRATEGIES FOR PUBLIC LIBRARIES

Does your library have a plan to reach your goals?

Libraries are frequently questioned about their relevancy in an increasingly digital society even as library use remains steady or is even growing.

Bâton Global's StrategyWon™ services helps libraries design realistic strategies tailored to the needs of their patrons and communities.



Defining Purpose

What is your 'Why'? Is your team pulling towards common goals?

Mission, Vision, and Values statements provide the North Star that inspire, guides decisions and aligns daily activities. ([Learn More](#))



Data Driven Strategy

How do you know today if you'll be successful tomorrow?

Scorecards or dashboards help monitor the leading Key Performance Indicators (KPIs) that will ultimately dictate your performance. ([Learn More](#))



Communicating Strategy

Do your stakeholders know your strategy?

A Strategy-on-a-Page communicates the key elements of your plan so stakeholders see the big picture and how their activities contribute. ([Learn More](#))



Transformational Changes

What are the Big Hairy Audacious Goals (BHAGs) which will transform your library?

Meaningful change is hard. High-level initiatives combine the vision of success with a working framework that empowers teams to succeed. ([Learn More](#))



Mapping the Journey

Can you realistically make the necessary process and cultural changes needed for long-term success?

Journey Maps, created collaboratively with the entire organization, map the route to achieve agreed-upon milestones over time ([Learn More](#))

EXCELLENCE



Jeff Kappen, PhD

Strategy advisor and leadership coach to public libraries and organizations of all types. Founding partner at Baton Global serving strategy clients and executives in all sectors. ([Learn More](#))



David Foster

A change leader who has enabled positive product and organizational changes in libraries, financial services, and manufacturing. ([Learn More](#))

IMPACT



LET BÂTON GLOBAL HELP YOU DESIGN A STRATEGY THAT ACHIEVES YOUR GOALS.



Contact David Foster to discuss our StrategyWon services. ☎ 1.515.724.9464 ✉ david.foster@batonglobal.com

"Our staff's participation in the planning process created a strong sense of ownership. Bâton's expertise in community development was an added bonus."

Library Director