My resources are digital but my staff is still analog!

- Brian McCann, Black & Veatch
- @writerbrarian
Hi, it's me—Brian.

• Corporate librarian at engineering firm.
• SLA: Past-President for Kansas/Western Missouri, Chair-Elect for Engineering Division.
• Trained staff at public, academic, and special libraries.
• When not at a library, I write novels and run obstacle courses.
Lately, social media

- Organic communication and collaboration
- Attend social media trainings from local businesses
  - Cerner, NWS, and more
- Twitter chats
- Winning prizes
  - Donuts, steak money, oysters
Where we’re going today

- Identify and disarm the main obstacle to your staff learning tech skills

- Explore tools to help your staff (and yourself) be at ease with learning new tech skills
Of looking foolish
Of breaking the machine
Of losing their job

Of not achieving perfection on the 1st attempt

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Disarm with:
Giving the worst-case scenario

- Give the worst-case scenario
Disarm with:
Training 1-on-1

- Give the worst-case scenario
- Train 1-on-1
Disarm with:
Coaching over time

- Give the worst-case scenario
- Train 1-on-1
- Coach over time
Disarm with:
Reminding that this is what we do

• Give the worst-case scenario
• Train 1-on-1
• Coach over time
• This is what we do!
Tools to move you into tech-dom

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2.5 million moving parts

Procedural mindset

3 main components (shuttle, liquid booster, solid rocket boosters)

Conceptual mindset

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If you want to get here... you have to start here.
Your staff can’t follow where you don’t lead.

1. Setup an ongoing tech news feed (twitter)
   • CES, NASA, Lifehacker, Wired,…

2. Look up every new tech you hear of.
   • Wikipedia and youtube are ok for this.

3. Go to meetings/lunches around town for specialists
   • SharePoint User Group (Edina). Sharepointmn.com
   • Social Media Club. @smbmsp

4. Play to your strengths
   • Planning posts ahead of time

5. Expect your first project to look crummy.
   • And the next one to look better.

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Questions?

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