

Service Lifecycle Management: Pruning Gives Other Services Room to Grow

Thursday, March 4, 2010, 1:00 pm to 4:00 pm
Ottawa Public Library Auditorium (120 Metcalfe)

To keep a healthy portfolio of services and programs all organizations, including information management functions and libraries, need to "prune" or divest those offerings no longer producing the desired results to make room for new programs & services.

Information intensive organizations, from records management to knowledge management functions, have a long history of adding without deleting new services, resulting in too many offerings, too much staff stress and too little focus on what's really important for clients.

Rebecca guides you through a portfolio management process long used by service businesses for identifying those services critical for the organization, those to be phased out and those to be incubated, as well as approaches for managing the underlying decision-making and staff engagement.

About the Speaker

As a principal with Dysart & Jones, **Rebecca Jones** focuses on facilitating clients' planning processes, problem-solving, and project management. Rebecca is known for having long advocated the application of business savvy to information services and knowledge management. She teaches continuing education and professional development courses with the University of Toronto's Faculty of Information, where she chairs the Professional Learning Centre's Advisory Board.

When: Thursday, March 4, 2010, 1:00 pm to 4:00 pm
Where: Ottawa Public Library Auditorium (120 Metcalfe)

Cost: CLA Members - \$35 / CLA Student Members - \$10
Non-Members - \$45 / Student Non-Members - \$15
Personal Members of Other IM Associations (SLA, ARMA, LANCOR, OALT, etc) - \$40

Light refreshments will be served.

Register at <http://tinyurl.com/caslis-2010-03-04>

Payment by cash or cheque will be taken at the door. Invoices can be arranged in advance of the event by e-mailing caslis.govlib@gmail.com.

For more information, please contact caslis.govlib@gmail.com

Scent-Free Event – In consideration of those with allergies and respiratory problems, this is a scent-free event. Participants are asked to use unscented products in lieu of scented toiletries and detergents, and to refrain from wearing perfumes and colognes.

