

Raising the Profile of the NLB: the “5+5” Strategy

R. Ramachandran

Director

National Library Board Singapore

Slide 1



Slide 1 features a dark blue background with a subtle grid pattern. The title "Raising the Profile of NLB The '5+5' Strategy" is prominently displayed in the center. The words "Raising the Profile of NLB" are in a bold, orange font, while "The '5+5' Strategy" is in a white, italicized font. Below the title, the name "R. Ramachandran" is listed, followed by his titles "Director, National Library" and "National Library Board Singapore" in a white font. At the bottom left, there are navigation icons: a left arrow, four circles, and a right arrow. At the bottom right, the text "IFLA 2001 Boston" is shown next to the IFLA logo and the NLB logo. The NLB logo consists of a stylized book icon and the letters "NLB".

Raising the Profile
of NLB
The “5+5” Strategy

R. Ramachandran
Director, National Library
National Library Board Singapore

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Slide 2



Slide 2 features a dark blue background with a subtle grid pattern. The word "Singapore" is written in a large, white, serif font across the top. Below the word, there is a map of Singapore. The map is filled with a collage of images, including a city skyline, a bridge, and several portraits of people. In the top left corner, there is a small flag of Singapore. In the bottom left corner, there is a text box with the following information: "Founded in 1819", "Independence: 1965", "Population: 4 million", and "Size: 641 sq km". In the bottom right corner, there is a text box with the word "Language:" followed by a list of languages: "English", "Malay", "Chinese", and "Tamil". The NLB logo is also present in the bottom right corner.

S i n g a p o r e

Founded in 1819
Independence: 1965
Population: 4 million
Size: 641 sq km

Language:
English
Malay
Chinese
Tamil

NLB


Slide 3

Raising the Profile of NLB The 5+5 Strategy


**A new lease of
life**

LIBRARY 2000

Investing in a Learning Nation



REPORT OF THE LIBRARY 2000 REVIEW COMMITTEE

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Raising the Profile of NLB The 5+5 Strategy

Our Mission

To expand the learning
capacity
of the nation so as to
enhance
national competitiveness
and
to promote a gracious
society.

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Slide 5

Raising the Profile of NLB The 5+5 Strategy

Our Purpose

To deliver a world-class library system which is convenient, accessible, useful and affordable to the people of Singapore.

National Library Board Singapore

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Raising the Profile of NLB The 5+5 Strategy



“... the best strategy for a given firm is ultimately a unique construction reflecting its particular circumstances.”

- Michael E. Porter

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Raising the Profile of NLB The 5+5 Strategy

Pre-requisites

- Understand the needs and objectives of the stakeholders and customers
- Change mind-sets
- Innovate and be an activist
- Aspire to be a model public organisation
- Passion for knowledge and learning
- Establish library as a core function. Not fringe.

Navigation icons: back, forward, search, etc.

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5+5 Strategy

1. Nurturing National Aspirations
2. Forging Links
3. Courting the Media
4. Inspiring our Customers
5. Redefining the Library Experience (appeal to the 5 senses)

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5+5 Strategy

Plus 5


- a) Imaginative Collections
- b) Creative Products & Services
- c) Engaging Programmes & Events
- d) Innovative Technology
- e) Stimulating Environments

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1. Nurturing National Aspirations

- Building Bonds
- National Relevance



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2. Forging Links

- Engineering Ties



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 3. Courting the Media

- Lunch with editors
- Press conferences
- One-on-one interviews
 - Feature story/column
 - Facility visit



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 4. Inspiring our Customers



- A Make-over
- Quality Obsessions
- A New Reputation
- Customer is the only KING

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4. Inspiring our Customers

Customer is King

Everlasting Bonds

Develop Superior Customer Relationship Management
Increase Customer Loyalty and Retention
Keep Abreast of Customer Requirements
Earn Confidence of Clients

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5. Redefining the Library Experience

The New Library Experience

- Imaginative Collections
- Creative Products & Services
- Engaging Programmes & Events
- Innovative Technology
- Stimulating Environments

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5+

a) Imaginative Collections

- Transforming Content
- Diverse
- up-to-date
- comprehensive
- relevant



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5+

b) Creative Products & Services



- Ministry of Sound (music booth, music lounge)
- The Idea Exchange (SVC)
- Picture Perfect ([Showtime@Sembawang](#))
- Touch and Learn (KIDS Discover)
- Lounging Around (Café)
- Knowledge at a Click (ONE Learning Place)

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5+ Stimulating Environment

- All the hot people go to cool places
- The Stuff that Surrounds



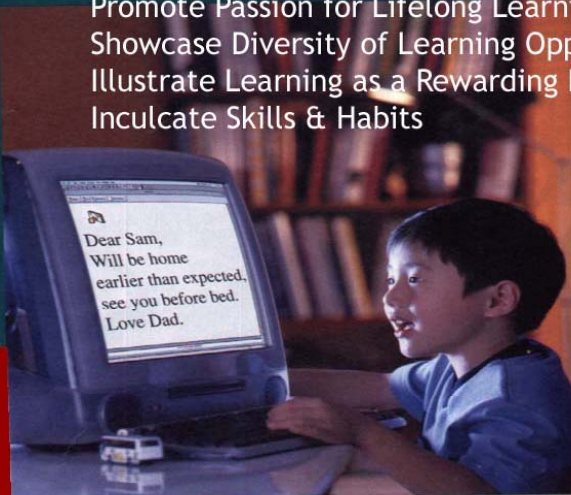
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5+ Simulating Enviroment



- Making Libraries Fun

Creating New Mindsets
Promote Passion for Lifelong Learning
Showcase Diversity of Learning Opportunities
Illustrate Learning as a Rewarding Experience
Inculcate Skills & Habits



5 Stimulating Environment

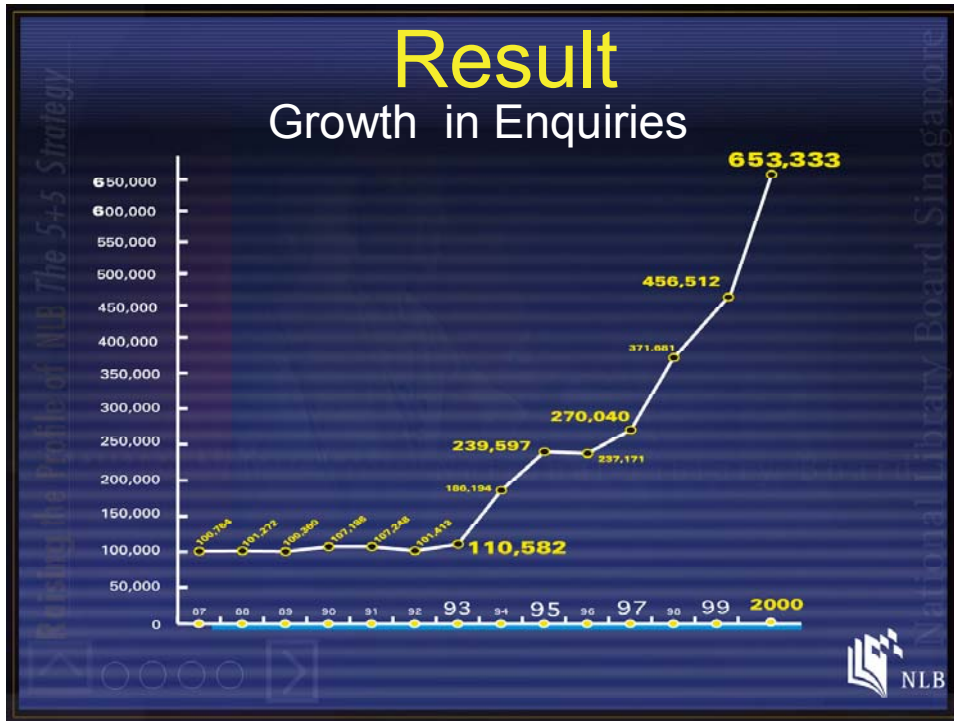
- All the hot people go to cool places
- The Stuff that Surrounds

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Slide 26

Result



“AWSJ carried a very favourable article on our library system yesterday ... you and Christopher Chia have done an excellent job at the NLB. Congratulations.”

DPM Lee Hsien Loong in an email to Chairman, NLB Dr Tan Chin Nam

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5+5 Result

COMPUTERTIMES
January 5, 2001
Information on tap
NEWS UPDATE
Digital libraries
Now you can stay home and access library facilities online.

Beyond books
In harnessing leading-edge technology, the National Library is rewriting the definition of a library. More than just a repository of books, the NLB wants you to use its premises to attend concerts and exhibitions, surf the Net, take a lesson in publishing, and have a cuppa. JERRY CHOW reports.

189 Media Reports in 2000

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Seeing The Future Today


"The World we created is
a product of our own
thinking;
It cannot be changed
without changing our
thinking."

Albert Einstein

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Visit Us. You have to See it to Believe it!



http://www.nlb.gov.sg

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**Raising the Profile
of NLB**

The "5+5" Strategy

Thank-you for your attention.

By sharing with you our strategy
NLB has raised its profile in IFLA

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